PRICE 15 CENTS

BROADCASTING

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JAN 1943

Broadcast Advertising

WOR is not an Albany station

(we mean Albany, N. Y.—not Georgia, really)★

He was rather impatient. He was a manufacturer. The product was a war-substitute for mending clothes, shades, soft goods . . .

(Please be patient and read on – there is some very important meat in this.)

WOR was the *only* station this man could afford;

we mean, *big* station. And he had – what some people would think – peculiar ideas.

"Sell my product," he said. "Sell it in Albany, N. Y., and Boston, which is in Massachusetts, and Philadelphia – as well as (hold tight) Maryland."

We could try.

WOR jumped this man's Albany sales 190%. In Boston and such surrounding territory as Connecticut, Rhode Island, WOR sold 75% more of this man's product than ever before. Maryland? Up, too. About 100%.

And so the story went – in practically *all* the 16 great war-active cities WOR platters its power down on.

WOR even pursuaded 43 department stores which had never handled the product to handle it.

Would *you*, perhaps, like to have WOR do maybe this kind of job for you? In cities like Paterson, Newark, Trenton, Bridgeport, New Haven, and even – well, maybe Albany, N. Y., or Boston?

our address is

WOR

—that power-full station,

at 1440 Broadway, in New York

★ WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

XUM

RESULTS

60,268

A fruit jar maker used 65 announcements on WLS, and 60,268 women wrote in asking for the home canning book he offered! A breakdown of one week's mail—11,783 letters — disclosed that 25.8% came from Cook County (Chicago), though that area contains only 22% of the radio homes in the WLS Major Coverage Area! There it is again: Results! Half again as many inquiries as the year previous! 60,268 more letters — to prove WLS is listened to in Midwest America. And one-fourth of these to show further that *WLS is listened to in Chicago!* The John Blair man will tell you more . . about how WLS Gets Results. Just ask him!

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

NEW ENGLAND PEOPLE ARE SPENDING MORE TIME

---AT HOME!

ACCEPTANCE
is
The
YANKEE
NETWORK'S
FOUNDATION

FOLKS in New England are cooperating in gas saving, using their cars for "essential shopping, procuring medical attention, attending religious services," and other occupational or emergency purposes defined by the OPA. For entertainment, they are staying at home, listening to the radio.

That's why, to a greater extent than ever before, the great proportion of The Yankee Network's audience of 7,321,796 can be reached in their homes — homes that are completely covered in 21 cities by the friendly, neighborly Yankee Network home-town stations.

Yes, your radio messages are receiving wider attention than ever before in radio history. And with The Yankee Network you reach more prospective customers in centers where they live, work and buy, than through any other station or combination in New England.

Today, The Yankee Network's loyal legion of friends is demonstrating responsiveness with tremendously accelerated tempo.

When you buy time, keep in step with the times — get all-out results through The Yankee Network's home-town, 21-station coverage in New England.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

BROOKLINE AVENUE, BOSTON, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

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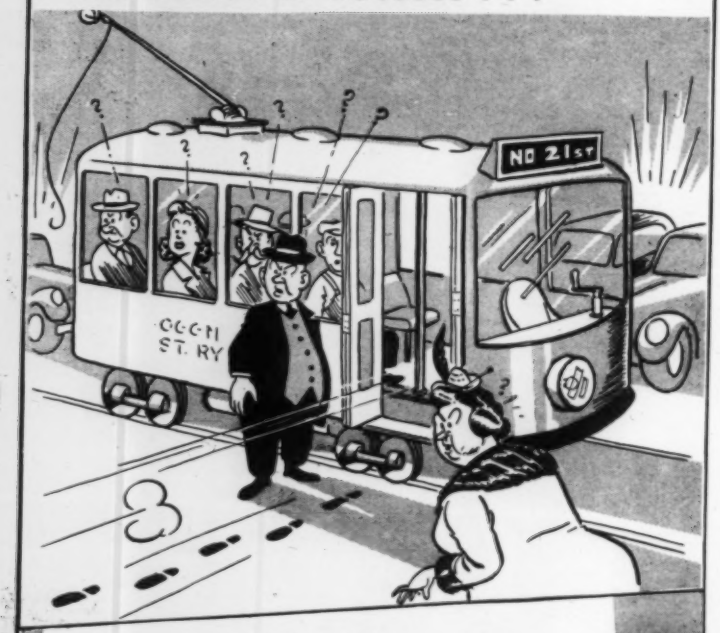
XUM

Motorman Botts has discovered the secret of success . . .



He's gone to buy up time on KFAB . . .

You, too, can easily learn how to be a Successful Business Man. Simply place your accounts on this station.

Here's why! Our listeners, in the farm and small town areas throughout Nebraska and her neighboring states, are spending the largest farm income in their history. Such income is doubled and tripled by the *cycle* of its spending—from farmer to merchant to doctor to grocer to wholesaler to farmer ad infinitum.

When these people buy, they buy what KFAB recommends. It becomes exceedingly obvious, therefore, which station *you* need to do a *complete* selling job for your account.

ED PETRY CO NAT'L REPR

KFAB

LINCOLN, NEBR

DON SEARLE GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE **KOIL**

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 4 JANUARY 25, 1

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53rd issue (Yearbook Number) Published in February

WELL-PAID WAR WORKERS ALL OVER THE TAMPA TRADE AREA **LISTEN TO THESE NBC PROGRAMS:**

Jack Benny	One Man's Family	Fibber McGee
Bob Hope	Album of Familiar Music	Dr. I. Q.
Charlie McCarthy	Aldrich Family	Kaltenborn
Hour of Charm	Truth or Consequences	Red Skelton
Lowell Thomas	Information Please	Kay Kyser
Abbott & Costello	Kraft Music Hall	Tommy Dorsey
Telephone Hour	Eddie Cantor	Contented Hour

A major percentage of the 400,000 other folks in the primary service area of WFLA are listening to—and buying the advertised products.

WFLA TAMPA NBC

JOHN BLAIR & CO. NATIONAL REPRESENTATIVE

Christmas furlough...on wax!

It's a long way from the South Pacific to the Buckeye state. But the boys of Ohio's 37th came home for Christmas anyhow. Not in person . . . but on records which arrived at Radio Station WGAR just before the holidays.

When the division sailed for foreign shores, it had packed along modern, portable, record cutting equipment . . . agreed to ship platters back for broadcasting to the home folks over WGAR. By the time the transcriptions arrived, the War Department had restricted such broadcasting . . . but said "yes" to our request for a special playing before an approved audience. And so, at a private party held by WGAR for relatives and friends of Ohio's Jap hunters, the boys came home for Christmas . . . *on wax!*

Bringing Johnny Doughboy's "hello" to Mom, his plea to "send one of those big chocolate cakes," and his best regards to "the girl with all the freckles"—this may not be the *duty* of a radio station. But, it *was* our privilege and our pleasure!

RADIO IN SERVICE OF HOME AND NATION

WGAR
THE FRIENDLY STATION
Cleveland

SIC STATION...COLUMBIA BROADCASTING SYSTEM
A. Richards, President...John F. Patt, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIO

BARNEY J. LAVIN

MANAGER, WDAY, FARGO

1931-32 Took radio course at Federal Radio Institute, Milwaukee, after finishing High School
1932-35 Attended Marquette University. During last two years, served as operator and announcer at WHAD, the University station
1935 Control room operator at WDAY
1935-36 Local Salesman, WDAY
1936-42 Sales Manager, WDAY
1942 Appointed Manager, WDAY

LESS than eight years ago Barney Lavin was a more or less typical college boy, doing amateur announcing "on the side" for his school-owned radio station. But Barney was one of those kids who seize opportunities and responsibilities faster than most people even recognize them. So getting an opportunity at WDAY in 1935, Barney became Sales Manager one year later—and then, aged 30, was appointed *Manager* of The Oldest Radio Station in the Northwest!

Speaking of "seizing opportunities and responsibilities"—that's one of the things on which we sort of pride *ourselves*, too.

First in sensing the opportunity for radio-station representation itself, back in 1932—then, over the years, in establishing *most* of the responsibilities to be assumed by this entire branch of the radio business. . . .

No, we're not demanding your admiration just because we were *first* in so many of the now standard practices of station representation. What we are really trying to point out is the *spirit* behind these innovations—the spirit of trying to earn your patronage by increasing the value of our services—a spirit in which we believe we are *still* pioneering, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WJWC . . . CHICAGO-HAMMOND
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6375 | NEW YORK: *247 Park Ave.* Plaza 5-4131 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *1512 N. Gordon* Gladstone 3949 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24. No. 4 WASHINGTON, D. C., JANUARY 25, 1942 $5.00 A YEAR—15c A COPY

New AT&T Rates Save Industry $2,145,000

More Use of Small Outlets on Nets Foreseen

SAVINGS IN network program transmission costs amounting to approximately $2,145,000 will accrue to broadcast stations as the result of rate cuts adopted by the AT&T, as announced last Thursday by the FCC. Under the total cut, AT&T has agreed to reductions in telephone rates which effect an overall reduced revenue of its Long Lines department by an estimated $50,700,000.

The overall savings, included in lower wire and connecting costs, will affect every network outlet, plus non-network stations which are occasional users of wire line service. All radio wire line costs effective Feb. 1 will be based on a new base of $6 per airline mile, as against the former rate of $7 per airline mile for high fidelity service.

Will Help Small Stations

The $2,145,000 reduction applies to estimated expenditures by national networks of $8,000,000 a year for a Long Line service, and to an additional $2,000,000 spent for regional and other remote service through Associated Bell Companies. The overall reduction runs in the neighborhood of 25%-30%, as was estimated, though the precise figures all down the line must await the adjustment and filing of tariffs by AT&T and the Associated Bell Companies.

It was said at the FCC that one direct effect of this rate reduction will be to promote wider small station use of the networks. Until May 1942 stations wanting to make use of network programming occasionally, were subject to a 30-day contract. In May a one-hour per day rate was introduced for occasional users. This served to promote the airing of public interest programs by small stations but the rates were still regarded as high for small operators.

Under the new rate structure, reductions have been effected all along the line, ranging from 40-50% in individual cases covering all schedules. Now small stations will be further encouraged to avail themselves of such public interest programs as the networks are willing to make available, according to FCC sources.

Selling Job Remains

This important step does not relieve the small stations entirely, however, for the problems of selling national advertisers on the use of local stations and the willingness of the networks to undersell their standard stations still remain.

Revised rates cover Schedule A & B line users whose frequencies range from 100-5,000 cycles, Schedule C users who are limited to a frequency range from 200 to 3,500 cycles, Schedule D users who require special transmission without supervision or special operations for occasional use within the 200-3,500 cycle range, and Schedule E which covers talking circuit users.

Schedule A users may now obtain service for 16 hours per day at the rate of $6 per airline per month instead of the former $8. Each additional hour per day has been reduced from 15 cents per mile per month to 10 cents.

Schedule B Cut 25%

Under Schedule B, hour programs will be transmitted at the rate of 15 cents per mile per hour instead of 20 cents as heretofore. Each additional 15-minute period or fraction thereof consecutive with the initial period will be charged at the revised rate of 3¾ cents instead of the former 5-cent rate.

Rate charges under Schedule C for 24-hour service have been reduced from $5.20 to $4 per airline mile per month. Those using less than 24 hours a day between noon and 9 p.m. have been reduced from $3 to $1.50 per airline mile per month for the first hour. Each additional hour will be charged at the rate of 25 cents per airline mile per hour instead of the former 50 cents.

Cost of service for hours between 9 p.m. and 9 a.m. will be charged at the rate of 75 cents per month for the first hour instead of $1.50. Each additional hour will cost 20 cents instead of 25 cents.

Rates of Schedule D call for 10 cents instead of 15 cents for the first hour or fraction thereof and each additional period will be charged at the rate of 3 cents instead of 3¾ cents. These are all inter-exchange channel per airline mile costs.

Changes in the rates of station connections are as follows: Schedule A users (16 hours per day) must now pay $75 per month instead of the former $125. Each additional hour per day is to be charged at the rate of $15 per month instead of $20 as heretofore.

Hourly connections operating under Schedule B are to be charged at the rate of $20 per month instead of $30.

Under Schedule C, each bridg-

(*Continued on page 50*)

'Command Performance' Costs Army $25,480 Year for Music

LATEST application of the AFM recording ruling finds musicians who formerly donated time and talents on *Command Performance U. S. A.*, government-produced weekly shortwaved transcribed program for overseas servicemen, now charging the Army $24.50 per man. This is for a three-hour session, including rehearsal time and the 30-minute performance.

During initial 42 weeks, when series was produced by radio branch, Bureau of Public Relations of the War Dept., no charge was made by musicians for their services. Gesture was widely publicized at that time as an AFM contribution to the war effort.

Costs Army $25,480

With production of the program shifting to the Army Special Service Division Nov. 30, the situation took on a different aspect. The AFM cancelled that particular contribution to the war effort and prevailing contract rates were put into effect by Los Angeles Local 47. With orchestra averaging 20 men, the Army is now paying musicians on *Command Performance* $490 per week, or $25,480 on a yearly basis, to entertain soldiers, sailors and marines overseas.

In cancelling its previous contribution arrangement, Los Angeles Local 47 officials contended that the Army Special Service Division had a budget for production, and pointed out that music and talent on other transcribed shows were being paid. This stand, it is said, was with the approval of AFM national headquarters. Army Special Service Division, in addition to *Command Performance*, also produces the weekly halfhour variety show *Mail Call*, which uses a band, and *Jubilee*, all-Negro variety program, built around an orchestra.

It was pointed out though, that travelling name bands are permitted to contribute services gratis to *Command Performance* and other government produced transcribed programs for overseas transmission. Recent examples include Kay Kyser, Harry James and Benny Carter. Musicians Union also recognizes gratis use of remote bands in production.

Artists on the weekly *Command Performance* regularly receive air credit in lieu of compensation. In isolated instances, however, where credit is not specifically given, payment is made in accordance with prevailing minimum AFRA rates, it was said.

Besides government shortwave programs to men overseas, military bases originating commercial programs are also subject to an AFM ruling which, in many instances, discourages sponsors from sending shows on such tours. Although there are no standby fees for these commercial bands on military-base originating broadcasts, it was pointed out that the sponsor pays a 15% fee on the overall per man, per hour, to the AFM national headquarters when orchestra plays outside the local union jurisdiction. In addition the advertiser pays an extra one-hour rehearsal time fee for travel. For after broadcast off-the-air entertainment for servicemen at the military bases, the AFM one-hour overtime charge prevails.

ANA Says FCC Rule Creates Monoply

Enforcement of Time Option Ban Would Injure Locals

A DEVASTING indictment of the FCC's chain-monopoly regulation banning exclusive time options was delivered by the Association of National Advertisers last Thursday in a brief filed with the Supreme Court, in which it predicted that national network business would gravitate to the highest powered stations and would tend to create the sort of monopoly the FCC contends it is seeking to avert.

The brief, filed by Isaac W. Digges, of New York, ANA counsel, accompanied a motion for leave to intervene as a friend of the court in the NBC and CBS suits against the FCC chain-monopoly regulations. It was revealed by Mr. Digges that plans already are under consideration by many national advertisers to use the 30 most powerful stations (50,000-watt unlimited time outlets) and the 64 stations comprising the best coverage of the United States as sort of "tailor-made" networks, if the option time regulation becomes effective.

Final Phase of Controversy

ANA buttressed both the NBC and CBS arguments that enforcement of the option time regulation, aside from the other seven rules, would kill network broadcasting as it is known today. The major networks had consistently predicted that enforcement of the regulation would open the way for "fly-by-night" operators and for creation of tailor-made networks by national advertisers or their agencies.

Coincident with the filing of briefs by the appellants, NBC and CBS, last week, the Supreme Court docket indicated argument of the cases about Feb. 10. This argument constitutes the final phase of the "life and death" controversy with the FCC which began with the issuance of the Commission's chain-monopoly regulations on May 2, 1941.

Obviating the need for Supreme Court action extending the mandate of the statutory three-judge court in New York deferring enforcement of the much-litigated regulations, the FCC last Friday announced it had, on its own motion, suspended the effective date until April 1 or the date of the decision of the Supreme Court, whichever is earlier. The previous deadline, fixed by the lower court when it suspended the FCC's action last November, was Feb. 1 or the argument of the appeal, whichever was eariler .

Stations Intervene

ANA's brief contended that the regulation was invalid and that there was no finding by the Commission that public interest required its enactment. The brief cited that ANA's membership comprises not only important users of broadcast advertising but many potential users of the medium. It cited compilations made by Publishers Information Bureau and BROADCASTING that members of ANA placed with the networks 72% of gross business of the networks in 1940.

ANA brought out that it had procured written consent of all the parties to the litigation for filing of its brief as a friend of the court. The court presumably will act on the motion prior to scheduled argument. Opposing the network appeals are the FCC, as the respondent, and MBS, which has intervened in the Commission's behalf, as it did in the lower courts.

Briefs in support of NBC's position were filed by Stromberg-Carlson, as licensee of WHAM, Rochester, and Woodmen of the World Life Insurance Society, as the then licensee of WOW, Omaha. Both of these stations, as typical Blue and Red outlets, respectively, joined in the original NBC litigation in the lower courts.

Nets Depend on Options

Mr. Digges argued that the record is barren not only of substantial evidence but even of a scintilla of evidence to support any finding that "wholesale destruction of radio stations' freedom to contract for time options will not deal a damaging blow to network broadcasting".

To the contrary, said the brief, common knowledge and experience well accepted in advertising, merchandising and distribution, and the generally known past experiences of the broadcasting industry itself, establish that "the network system of broadcasting is dependent upon the ability of networks to obtain options for radio time from their affiliates".

Despite the fact that these economic considerations, inherent in the placement of advertising contracts, easily could have been ascertained upon inquiry by the Commission, "the Commission nevertheless issued no invitation to the advertising community, as represented by buyers of radio advertising, to present evidence to the Commission," ANA contended.

'Practical Impact'

ANA argued that comprehension of the facts was essential to an understanding of the "practical impact" of the option rule upon the business of national advertisers. Most significant was the disclosure that business would gravitate to the 30 most powerful stations in the United States—the 50,000 watters—if the option rule became effective, and to the 64 stations which cover 100% of the population most economically. These 64 outlets have a time cost of $12,015 as against $14,778, which would have to be spent for the same time on the air on 160 stations to reach only 84.1% of the population.

Thus, it was pointed out that

(*Continued on page 48*)

Petrillo Pulls Dance Remotes From Blue Network and CBS

AMERICAN Federation of Musicians last Wednesday ordered all remote dance band pickups off CBS and the BLUE network, which filled the vacancies in their program schedules with a variety of studio programs and, on the BLUE, with some recorded programs. Move was made by the national AFM to speed a settlement of a dispute between the Pittsburgh local of the union and WJAS and KQV, affiliates of CBS and the BLUE respectively, in that city.

Both stations are owned by H. J. Brennen. It was explained at AFM headquarters in New York that with the expiration of the stations contracts with the Pittsburgh local, the union had asked that the staff musicians at KQV and WJAS be employed for more weeks each year then they were formerly. Mr. Brennen, the union reported, not only did not accede to these demands but presented a counter proposition that the annual term of employment for these musicians be shortened.

Commenting on the AFM action last Thursday, Mark Woods, president of the BLUE, described that network as the "innocent but injured party in the current ban against broadcasting of dance bands from remote pickup points issued by the AFM." Pointing out that the dispute is a local one to which the BLUE is not a party, "the network as a matter of fact employing musicians under terms completely agreeable to the union," Mr. Woods said: "Not only is the network penalized by conditions beyond its control, but 145 independent American broadcasting stations, affiliated with the BLUE network are also penalized because one BLUE affiliate has differences with the musicians organization."

Dance Pickups Affected

Only the dance pickups were affected, it was understood, with the BLUE to be permitted to broadcast the Boston Symphony Orchestra on Saturday night and CBS to be allowed to broadcast the New York Philharmonic on Sunday even if the dance ban were still off the network.

The CBS remote action, it was reported, developed after Mr. Brennan had failed to come to agreement with his local on demands for an increased allotment for musicians on the CBS outlet WJAS. Mr. Brennan, it is understood, had been contracted for $19,000 per year for the station with the union demanding $22,[illegible]. He has paid $10,000 for KQV. No negotiations reached an impasse with the result that Petrillo ordered the remotes pulled, resorting to customary tactics branded by industry as a secondary boycott.

New Developments As Senate Group Awaits AFM Plan

Petrillo Invokes Old Tactics In Denying Net Remotes

THE PETRILLO music situation remained in a state of suspended animation last week, while the Senate Interstate Commerce Committee awaits receipt of "demands" from the AFM international board for removal of the transcription recording ban.

Two developments during the week, however, were pointed to as additional examples of the arbitrary mailed-fist methods of James C. Petrillo, AFM president, despite his testimony to the Senate committee a fortnight ago to the contrary. Petrillo's action in jerking remote bands from CBS and BLUE Wednesday, because of the controversy of WJAS, Pittsburgh, with the AFM local, and the disclosure in Los Angeles that the Army is paying $25,000 a year for music for the *Command Performance* program, aroused considerable interest.

Uses Old Tactics

Chairman Clark (D-Idaho), of the Senate committee, said plans for resumption of the broadcast inquiry into AFM would not be developed until after the committee received the AFM proposal [BROADCASTING, Jan. 18]. Meanwhile, he introduced a resolution in the Senate to continue the life of his committee for the duration of the new Congress. Approval of the resolution is regarded as automatic. All existing resolutions expire Jan. 31 under previous Senate action, unless renewed prior to that date.

Meanwhile, argument was set for today (Jan. 25) on the AFM motion to dismiss the new anti-trust suit of the Department of Justice against AFM, based primarily on the recording ban, pending before Federal Judge John P. Barnes in Chicago. If the motion to dismiss is refused, regarded as likely in the light of developments, the case will be heard Feb. 8. Last October Judge Barnes dismissed the original suit, filed and argued by

(*Continued on page 44*)

Fly Main Target in House Probe of FCC

Cox Measure Gets Overwhelming Approval

RUMORS flew thick and fast about impending changes on the FCC in the wake of the almost unanimous action of the House last Tuesday voting out the Cox resolution for an investigation of the organization, personnel and activities of the FCC, with Chairman James Lawrence Fly the principal target, but with the whole Commission branded by Rep. Cox (D-Ga.) as "the nastiest nest of rats in this entire country."

While confirmation of reorganization plans was lacking in official quarters, there cropped up rumors, repeatedly heard in the past, that Chairman Fly might be given another Government assignment. Offsetting this, however, was the observation in informed circles that such a development was unlikely, now that an inquiry had been ordered.

No comment whatever was heard from Chairman Fly following the almost unprecedented House action and the vitriolic attack upon the Chairman and the Commission by Rep. Cox, but the atmosphere around the Commission was surcharged. While the Commission has been attacked many times before in Congress, there had never been such a scathing denunciation of it since its creation in 1934.

To Name Counsel

The select committee, headed by Rep. Cox himself, probably won't get under way until about mid-March, according to the Georgian. The first order of business is selection of counsel—whom Judge Cox said would be outstanding—and of a chief investigator. It will be a thorough-going job, he said, and will delve deeply into every aspect of Chairman Fly's stewardship, of FCC operations, of purported "gestapo" tactics, of alleged Communistic taint and, in effect, every charge levelled against that body since its creation.

Chairman Cox said he would call his committee together this week to go over preliminary matters and determine the size of the initial appropriation. It is thought a fund of about $35,000 to $40,000 will be sought. He asserted the committee was interested in maintaining "free speech, free press and free radio".

In addition to normal functions of the FCC, its war activities will be covered, insofar as they may duplicate functions of the military, which presumably includes such operations as the Foreign Broadcast Intelligence Service.

Judge Cox said a number of attorneys were being considered for the key post of chief counsel but that no decision had been reached and that one would not be until the committee held an organization meeting. Appointment of the counsel, however, as well as of the chief investigator, is expected at least a fortnight before the hearings get under way.

Only Two Nays

There was no question about the attitude of the House toward the FCC. After the Rules Committee on Monday had reported the Cox resolution unanimously, the House, as the first order of business the following day, heard Rep. Cox denounce Chairman Fly as "the worst bureaucrat in Washington". Previously, Rep. Fish (R-N. Y.), ranking minority member of the Rules Committee, had supported the resolution. (Text of speech on page 47.)

The skids were greased and efforts, ascribed to the FCC, to amend the resolution to encompass a broad-gauged investigation of the broadcasting industry, fell completely flat. Only two "nays" were heard when Speaker Rayburn called for the vote and he promptly appointed the committee.

On the committee with Chairman Cox will be Democrats, Hart, of New Jersey, and Magnuson, of Washington; Republicans, Wigglesworth, of Massachusetts and Miller

REP. COX

of Missouri (a first-termer). A full staff of attorneys and investigators will be retained, according to Judge Cox.

While the inquiry is directed only against the FCC and the stewardship of its members, it was freely predicted that many aspects of industry operations might well be covered. After frustrating floor efforts of Rep. Sparkman (D-Ala.) to have the scope of the inquiry broadened to include the industry, Judge Cox indicated he might later agree to allow the committee to enter other aspects of radio.

Also linked as a prime target of Judge Cox's ire is Commissioner C. J. Durr, newest member of the FCC named in November of 1941 to succeed Frederick I. Thompson of Alabama. Mr. Durr generally has been regarded as the logical successor in the event Chairman Fly was called to other duties. He has been the Commission's Congressional liaison, and while Judge Cox has not openly criticized Mr. Durr in the manner he has flailed Chairman Fly, it nevertheless is known that he proposes to have him on the carpet, along with other FCC members.

Presence of Rep. Wigglesworth on the select committee occasioned considerable comment, since he has been a persistent critic of both the FCC and of purported monopoly in the industry virtually from the creation of that body. A member of the Independent Offices subcommittee of the House Appropriations Committee, Rep. Wigglesworth has subjected Commission executive personnel to intense grillings on broadcast regulations and affairs, behind the closed doors of that committee.

The hearing on the FCC's record-breaking 1942 appropriation was held Jan. 15, with Chairman Fly, according to reports, questioned rigorously on defense funds as well as normal FCC expenditures. The full Appropriations Committee has served notice that it proposes to slash non-war expenditures and to inquire deeply into so-called national defense appropriations of Governmental agencies outside the military.

The fact that the FCC seeks an ordinary appropriation for normal activities of $2,000,000—equal to that of last year—has occasioned some comment, particularly in the light of the sharp reduction in normal activities, studies and investigations.

At the last hearing before the appropriations subcommittee, voluminous data on station sales and transfers, on other normal expenditures of the Commission, and on draft deferments and personnel was requested, largely by Rep. Wigglesworth, it is understood. The report has spread that the FCC has sought and procured as many draft deferments, per capita, as any agency of Government.

Other members of the subcommittee have not been identified particularly with radio matters, but all are attorneys. The committee was regarded as a capable and effective one. It will constitute the only select committee of the House conducting a special inquiry at this time.

Broad Powers

Preparatory to getting the inquiry under way, Rep. Cox desires to select counsel and investigators who will ferret out material upon which to base the study. The committee has broad powers and the right to subpoena records, books, papers and documents and to take testimony under oath. The committee is ordered to report to the House during the present Congress the results of its investigations "together with such recommendations as it deems desirable".

Actually, there were no state-

(*Continued on page 46*)

HOUSE FCC INQUIRY COMMITTEE

EDWARD EUGENE COX. Democrat, of Camilla, Ga., chairman. Graduate of Mercer U, 1902. Attorney. Judge, superior court, Albany circuit, 1912-16. Has served 10 consecutive terms in Congress, since March 4, 1925. Ranking majority member, House Rules Committee.

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EDWARD J. HART. Democrat, born in Jersey City in 1893. Graduate of Georgetown University, 1924. Member of D. C. and New Jersey bar since 1925. In practice in Jersey City since 1927. Secretary of Excise Commission, Washington, D. C., 1913-17. Chief Field Deputy, Internal Revenue Bureau, 1918-21. Assistant corporation counsel, Jersey City, 1930-34. Member 74th to 78th Congress, since 1935.

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WARREN G. MAGNUSON. Democrat, of Seattle. Born in Moorhead, Minn., 1905. Graduate of U of Washington Law School, 1925, entering law practice that year. Special prosecuting attorney, King County, 1932. Elected to Washington State Legislature in 1933. Assistant United States District Attorney, 1933. Elected prosecuting attorney of King County, 1934, taking office in 1935. Elected to 75th Congress in 1937 and has served consecutively since.

RICHARD B. WIGGLESWORTH. Republican, of Milton, Mass., born in Boston in 1891. Graduate of Harvard, A.B. 1912, LL.B. 1916. Served in Philippines as assistant private secretary to W. Cameron Forbes, Governor General, 1913. Served in France during World War as captain, Field Artillery. Office of Secretary of the Treasury as legal advisor to assistant secretary in charge of foreign loans, and secretary of World War Foreign Debt Commission, 1922-24. Assistant to agent general for reparation payments, Berlin, 1924-27. Paris representative and general counsel for organizations created under Dawes plan, 1927-28. Elected to Congress Nov. 6, 1928 to fill unexpired term of the late Louis A. Frothingham. Reelected to successive Congresses. One of the most vocal critics of the FCC and of purported monopoly in radio in Congress.

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LOUIS EBENEZER MILLER. Republican, of St. Louis, born in Willisburg, Ky., in 1899. Educated in Kentucky and at St. Louis U. Valedictorian of class, he graduated with LL.B. and LL.M. degrees. Lawyer practicing for 20 years, specializing in trial work. In the Army during the first World War. Elected to the new Congress Nov. 3, 1942.

XUM

Radio Does Big Job for Governmen

Network Allocation Plan Is Used Effectively to Reach Millions

By SEYMOUR MORRIS

Chief, Allocation Division, Domestic Radio Bureau, OWI

MOST people are probably not aware that this country has just weathered successfully what promised to be the greatest passenger transportation crisis in our history—in the recent holiday period.

Mr. Joseph B. Eastman, Director of Defense Transportation, credits the fact that we came through this potential crisis without the much-feared breakdowns in our railroad and bus systems in large part to the two-week radio campaign on "Don't Travel at Christmas" which was carried on the Office of War Information's Network Allocation Plan in the period Dec. 7 to Dec. 20.

Scientifically Scheduled

Many other media were, of course, used in this campaign—some of them quite successfully. But no medium was used as radio was used—with a series of messages scientifically scheduled across all types of programs, hammering away on the same point, and each day delivering those messages to approximately one-third of the homes in the country.

Furthermore, probably no other medium delivered a "Don't Travel at Christmas" message with the impact of radio's messages on this subject. For in the great majority of cases this appeal was not simply a bald announcement, but either an effective dramatization of the subject or a fervent plea from one of the country's best known radio personalities.

The message reproduced below is a typical example, and is significant because it indicates so clearly how a proven advertising technique lends itself to a Government campaign.

Announcer: Do you want this to happen? Girl (about 10): Will Daddy be wearing his uniform when he comes home?

Woman: He's not coming home, dear—not for a long time.

Girl: Not even for Christmas, Mommy?

Woman: No-o-o. Y'see dear, he can't get a seat on the train at Christmas time. And right after that he's going far (Fade) far away.

Announcer: Or this?

Sound: (Long distance telephone ring) (Receiver being taken off hook).

Man (about 25): Yes . . . .

Woman: (Doubling) (On filter) Ready with your call to California.

Man: Oh—hello? Mom? (Pause) Say—I guess I won't get to see you before I leave. (Pause) Yeah—I got the furlough all right. But looks like the whole country's traveling this Christmas. I can't get a seat on the train. What? (Pause) Nope—I tried the busses—they're jammed, too. And Mom—I'll be going over right after—so it looks like (Fade) This is goodbye.

Announcer: Folks I put it up to you. Could you have that on your conscience? Could you make a pleasure trip anywhere this Christmas time—knowing that when you do you deprive some soldier of his last chance of seeing his family? Y'see for every civilian that occupies a seat on a train—or a bus—or a plane this Christmas time—some soldier is going to stay in camp—and may miss a final visit with those he loves before he goes over seas. We have just so much equipment for transportation. What we have cannot be replaced. It must last us throughout the war. And the major portion of that equipment must be reserved for use that is essential to the war. Moving troops—shipping tanks—guns—food! Getting workers in vital war industries from one spot to another! The equipment that is left must be rigidly conserved. Conserved for important business trips—emergency sick calls civilians may need to make between now and the end of the war. So don't travel this Christmas time unless you must! Remember—some soldier may miss his last visit home, if you're occupying a seat on a bus or a train!

What Can Be Done

The above message is not cited as an "outstanding" example of the kind of messages which network advertisers are regularly delivering for the OWI under the Network Allocation Plan. It is presented rather, as an expert, workmanlike example of what can be expected when the best commercial writing talent in the advertising business tackles the war messages which are regularly assigned their programs by our office.

This particular message was carried on a daytime serial which was broadcast over two different networks the same day to a total audience of 12.1 (coincidental rating). In addition, this same subject was carried on 64 other radio programs within the previously mentioned two-week period. Assuming minimum duplication, every radio family in the country heard a "Don't Travel at Christmas" message somewhere around 4.3 times. In view of this, it is no wonder that on some railroads during the holiday period traffic was actually below the 1940-41 level. And over the country as a whole there were no serious tie-ups and no breakdowns, as had been feared.

The "Don't Travel" campaign will be picked up again in the near future, inasmuch as railroad and bus traffic will be an increasingly serious problem. However, the first major danger point has been successfully passed—thanks largely to radio's help.

Reaches Large Audiences

The Network Allocation Plan is certainly one of the most remarkable innovations in the use of radio ever devised. And it is interesting that it was not suggested by the Government, nor urged upon the industry by the outside. Rather, it was conceived, developed, and formally proposed to the Government by a representative group of radio people who have had key positions within the industry for the past decade.

Most of the readers of BROADCASTING are aware of the mechanics of the plan. They know that every commercial network program (plus a group of sustaining programs requested by OWI) is regularly carrying war messages assigned by OWI on a certain percentage of its broadcasts.

Essentially, the factor that makes this plan such an innovation is the staggeringly large audiences which it reaches every day.

We estimate that we have a total of about 90 listening units (C. E. Hooper) at our disposal every day through the programs participating in the plan during the big listening months. In general, we schedule only three different campaigns on the plan during a given week. If each of these campaigns had equal weight, they would, of course, divide the 90 points per day among them insofar as possible. In other words, each campaign would have—in effect—a 30 rating program every day of the week, or slightly over 200 points in the 7-day period. And important campaigns can be scheduled for two, three or four weeks, or longer.

Best Testimony In Results

Aside from "special events" like a Presidential radio address or a newspaper-story campaign of almost unprecedented proportions, the Government has no other way it can reach upwards of 50%* of the population of the country every single day—with subjects of its own choosing, weighted exactly as the needs justify.

But the best testimony to the soundness of the plan is not the people it reaches, but the results it has achieved.

On many of the campaigns which have been scheduled it has b impossible to check results. M other campaigns have been car in so many media that it has b impossible to state with final which one was primarily respo ble for the results. If it were for Mr. Eastman's statement, would have to put the "D Travel at Christmas" campaig that category. There are s campaigns, however, which w carried on our Allocation Plan clusively, and these tell an in esting story.

Last June the Civil Aeronau Administration came to us told us of their great need young men to volunteer for t glider pilot schools. The Army increasingly anxious to get all glider pilots the CAA could p duce, yet there was no way of curing candidates for CAA cou through Selective Service, and number of volunteers was alm negligible. CAA had studied problem and knew the reason —to most young men pilotin glider sounded like a rather inspiring kind of job. If a boy going to take up flying, he wa to fly a motor plane or none at

Dispelling a Myth

In the Fact Sheet which was to all shows to which this mes was assigned, we stated: "Let m . . . through your efforts . . . *the myth that:* Although most p ple haven't even thought of i powered plane is not the *only* e tive type of aviation. Gliders properly directed . . . are equ important; offer air-minded m bigger opportunity for advent ous service."

After two weeks on the Netw Plan, 30,000 glider pilots had b turned up, and every CAA sch in the country packed to capac Men in charge of this operati told us later that they were fra amazed at our ability to fill th needs in record time, since ev

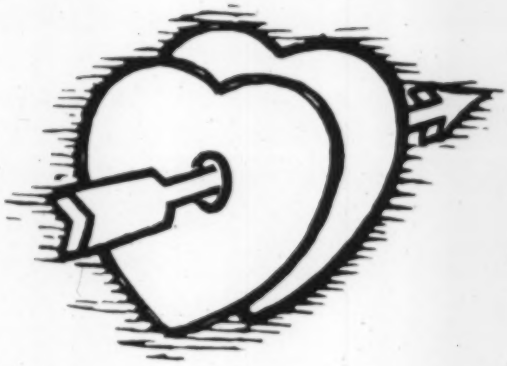
(*Continued on page 42*)

MR. MORRIS

THAT RADIO is performing an outstanding job for the Government in disseminating necessary wartime information is graphically told by Seymour Morris, chief of the allocation division, Domestic Radio Bureau, OWI. Upon his graduation from Princeton in 1933, Mr. Morris joined Lord & Thomas and subsequently served with Benton & Bowles and Compton Adv. Inc., until March, 1942, when he became agency liaison for the OFF. The following June when OFF was absorbed by the OWI, Mr. Morris became chief of the allocation division, where he has done an admirable job in channeling Government copy through the nation's broadcasting outlets.

* Making allowance for considerable duplication within the 90 listening units despite the fact that the shows making up this total are scattered across all 4 networks at all times of day.

Some Things Just Belong -



Like a boy and his dog...
Like Flatbush and the Dodgers...
Like Hollywood and the movies...
LIKE CHICAGO AND WGN...

The erudite call it mutuality but we say—"Some things just belong." It's that way with Chicago and WGN

The people of Chicago are so well aware of WGN as *THE* Chicago station that in surveys they have chosen WGN "Chicago's outstanding radio station."

The advertisers in the Chicago market have also been aware of this fact for in 1942 they placed more local and national spot time on WGN than on any other two major Chicago stations combined

A Clear Channel Station

50,000 Watts *720 Kilocycles*

WGN

MUTUAL BROADCASTING SYSTEM

Coca Cola Plans Third Blue Series

Local Bottlers to Buy Time For Afternoon Program

A THIRD NETWORK program, sponsored by Coca Cola Co., Atlanta, will be launched Feb. 8 on the BLUE when the company presents *Songs by Morton Downey* Monday through Friday from 3-3:15 p.m. The number of stations on which the program will be aired depends on the number of bottlers who arrange to sponsor the series in their respective cities. Contracts now in their hands will be delivered to the D'Arcy Adv. Co., agency in charge, which in turn will make final arrangements with the BLUE.

Prior to the start of the new show, which also will feature Raymond Paige's orchestra, two closed circuit talks were scheduled last week. On Tuesday, Keith Kiggins, vice-president in charge of stations of the BLUE, gave an outline of the future show to BLUE affiliates, explaining to them how Coca Cola was responsible for production and talent, and the bottlers for the time.

Bottlers Enlisted

The second closed circuit talk, unique in that it was a campaign to enlist the bottlers' support of the program, was held Jan. 20 with bottlers in their home cities invited to preview the show by the sponsor and station managers of BLUE affiliates. Talks were presented by Mark Woods, president of the BLUE; Harrison Jones, chairman of the board of Coca Cola; Mrs. Alfred J. Mathebat, president of the American Legion Auxiliary in Indianapolis, as well as short messages by representative housewives and rating experts who set forth the necessity for such a new type of afternoon radio show.

Coca Cola also sponsors the Sunday afternoon *Pause That Refreshes on the Air* on CBS, as well as *Victory Parade of Spotlight Bands* six nights weekly on the full BLUE network.

Humphrey's Drive

HUMPHREY'S HOMEOPATHIC Medicine Co., New York, which on Jan. 4 started a campaign on five Eastern stations for its drug products, has added three New England outlets. Contract for 24 weeks calls for live announcements from five to seven times weekly on WOR, WNEW WBAL WCAU WBEN WICC WDRC WJAR. Humphrey's schedule is larger this year than last, when five outlets were used. Atherton & Currier, New York, is the agency.

WSAP Opens Feb. 1

WSAP, Portsmouth, Va., which has postponed its opening a number of times, due to technical difficulties, expects to start operations Feb. 1. WSAP will operate with 250 watts on 1490 kc., and will be affiliated with Mutual. Portsmouth Radio Corp. is owner.

4,400,000 Radio Sets Sold in 1942 Bringing U. S. Total to 59,340,000

DESPITE the fact that the War-Production Board ordered the cessation of all radio set production last April when all radio set plants converted to a probable 2 billion dollar military production program, the total number of radio sets in use as of Jan. 1, 1943 rose to 59,340,000, according to estimates by O. H. Caldwell, editor of *Radio Retailing Today*. During 1942 the number of radio sets sold totaled 4,400,000, including 350,000 auto radios and 500,000 sets exported.

Mr. Caldwell estimates that the total bill for radio during 1942 amounted to $280,000,000, which included $203,000,000 in time sales by broadcasters, $40,000,000 talent costs, $225,000,000 for electricity, batteries etc. to operate receivers, $136,500,000 for 3,900,000 radios sold at retail. His year-end statistics follow:

Civilian Radio Sales, 1942

	Number	*Retail Value*
Total sets sold	4,400,000	$154,000,000
Sets exported	500,000	17,500,000
Auto radios	350,000	12,250,000
Home radios, U. S.	3,550,000	124,250,000
Total tubes, U. S.	87,700,000	96,000,000
Tubes, initial equipment	34,700,000	38,000,000
Tubes, replacements	53,000,000	58,000,000
Parts, supplies		70,000,000
Phonograph records	110,000,000	48,000,000

Annual U. S. Radio Bill

Sales of time by broadcasters	$203,000,000
Talent costs	40,000,000
Electricity, batteries, etc.	225,000,000
3,900,000 radios sold retail	136,500,000
53,000,000 replacement tubes	58,000,000
Radio parts, supplies, etc.	70,000,000
Servicing radio sets	70,000,000
TOTAL	$802,500,000

Radio Sets in Use

	Jan. 1, 1943
U. S. homes with radios	30,800,000
Secondary sets in homes	16,660,000
Battery portables	3,130,000
Auto radios	8,750,000
Total sets in use, U. S.	59,340,000

Pillsbury Spots

PILLSBURY FLOUR MILLS Co., Minneapolis (flour) has placed participating announcements, two to six weekly, starting Jan. 18 on WCAO WEEI WBEN WGAR KRLD KXYZ KCMO WTMJ WCCO KSTP WCAU WRC WBBM. Agency is Mcann-Erickson, Chicago.

Everglo Extends Spots

EVERGLO VITAMIN Co., New York, which entered radio a few months ago with a spot campaign on WLIB, Brooklyn has extended the announcements for its vitamin product to 15 stations in the Eastern area on a basis of 10-295 times weekly. Agency is Director & Lane, New York.

FETED BY NBC officials with a luncheon at the 21 Club, Jan. 15 was Capt. Amilcar Dutra, head of the radio division of the Brazilian department of press and propaganda, in America for a visit at the invitation of the Office of the Coordinator of Inter-American Affairs [BROADCASTING, Jan. 11]. Among luncheoners were (l to r): John F. Royal, NBC vice-president in charge of international broadcasting; Capt. Dutra; Don Francisco, head of the radio division of the CIAA; Frank E. Mullen, NBC vice-president and general manager.

BLUE BILLINGS UP 22% DURING 19

GROSS TIME sales for the BLU during 1942, its first full year operation as an independent work, totaled $15,782,493, rep senting a 22.74% increase o BLUE billings in 1941 which taled $12,858,169.

Six agencies placing business $1,000,000 or more on the BL for their accounts during 1942 Blackett-Sample-Hummert, $2,4 298; Young & Rubicam, $1,4 288; Wade Adv. Agency, $1,2 917; J. Walter Thompson, $1,1 219; Maxon Inc., $1,030,288 Roche Williams & Cunnyngh $1,015,598. The ten leading adv tisers last year on the BL were:

Sterling Drug Inc., $1,710,654
American Home Products, $1,432,82
Miles Lab., $1,277,917
Ford Motor Co., $1,012,626
General Mills, $843,352
Coca Cola Co., $822,874
Sun Oil Co., $786,928
Carter Products, $578,191
Andrew Jergens Co., $541,488
Swift & Co., $504,205

Brisacher in N. Y.

R. T. VAN NORDEN, vice-pr dent of Brisacher, Davis & St San Francisco, has been place charge of a New York office for agency, which will be set up in near future at an unnamed locati The agency will hereafter be kn as Brisacher, Davis & Van Nor it was announced. According to Brisacher, the New York offi being opened to facilitate servi the growing number of Pa Coast manufacturers who are ready conducting market resea in anticipation of national distri tion after the war.

Spots for Shreddies

NATIONAL BISCUIT Co., Angeles (Shreddies), in a 10-w campaign which starts Jan. 25 use a total of 55 dramatized minute transcribed announcem weekly on 11 western stations. includes KNX KFI KHJ K KQW KJBS KOIN KIRO K KTAR KERN. Agency is Botsf Constantine & Gardner, Los geles.

KPAS Boosts Power

KPAS, Pasadena, Cal., on Jan. increased its power from 5,00 10,000 watts fulltime on 1110 Western Electric-equipped st are located in the Huntin Hotel. J. Frank Burke is pres of Pacific Coast Broadcasting operating KPAS. Loyal K. K and John L. Akerman are gen and commercial managers, res tively.

ANPA Meets April 20

AMERICAN NEWSPAPER P lishers Assn., will hold its 57th nual convention April 20-22 at Hotel Waldorf-Astoria, New Y preceded, as usual, by a one meeting of the Associated P April 19.

Pabst to Place

PABST SALES Corp., Chi (beer) will sponsor a half-h variety program on NBC. Start date and time period have not decided. Agency is Warwick & ler, New York.

XUM

How one radio station dominates its market...

WSPA—the Piedmont's station in Spartanburg, S. C.—is ostensibly "ringed in" by outside stations, two of them 50 kw. But people listen to programs in the prosperous Piedmont—to WSPA programs, tailored for our people, balanced by a solid CBS structure.

We knew what kind of job WSPA is doing up and down the Piedmont Plateau; we wanted to *prove* the kind of job we're doing in Spartanburg.

Hooper found out. This Fall, they made 5,872 coincidental calls. Here's what they found:

8:00 A.M. to 12:00 NOON	12:00 NOON to 6:00 P.M.	6:00 P.M. to 10:30 P.M.
WSPA 59.8%	WSPA 59.0%	WSPA 63.8%
All outside stations combined 27.6%	All outside stations combined 22.1%	All outside stations combined 16.4%

More listening to WSPA than to all outside stations combined—more on a day-and-night average by over 300%!

In the half-millivolt area of WSPA alone—exclusive of the Army Camps—are 73,670 radio homes. Retail sales exceed $100,000,000.

It's a big target we aimed at. Thanks for helping us hit the bulls-eye.

WSPA South Carolina's FIRST station · Spartanburg, S. C.

5000 WATTS DAY · 1000 WATTS NIGHT · 950 KC · REPRESENTED BY HOLLINGBERY

Commerce Groups Personnel Named

Senate Committee Definite; House Approval Likely

VIRTUAL completion of the organization of the two Congressional committees identified with radio legislation was effected last week, with the Senate committee appointments definite and those of the House, subject to floor approval, regarded as virtually automatic.

Holdover Democratic members of the House Interstate & Foreign Commerce Committee are: Lea, Cal., chairman; Crosser, Ohio; Bulwinkle, N. C.; Chapman, Ky.; Boren, Okla., Kennedy, N. Y.; and O'Toole, N. Y. Already selected by the Democratic caucus for the committee, subject to House approval, are Beckworth, Tex.; D'Alesandro, Md.; Myers, Pa.; Priest, Tenn.; Harris, Ark.; Sadowski, Mich.; Harless, Ariz.

Wheeler Heads Senate ICC

Holdover Republican members of the House committee are Wolverton, N. J.; Holmes, Mass.; Reece, Tenn.; Wadsworth, N. Y.; Halleck, Ind.; Hinshaw, Cal.; Brown, Ohio; Howell, Ill. Already named by the Republican conference for the committee, subject to House approval, are Tibbott, Pa.; Hall, N. Y.; Winter, Kan.; and O'Hara, Minn.

Membership of the Senate Interstate Commerce Committee, approved Jan. 14 by the Senate, includes the following Democrats: Wheeler, Mont., chairman; Smith, S. C.; Wagner, N. Y.; Barkley, Ky.; Bone, Wash.; Truman, Mo.; Johnson, Colo.; Hill, Ala.; Stewart, Tenn.; Clark, Idaho; Tunnell, Del.; McFarland, Ariz. Republicans are White, Maine; Austin, Vt.; Shipstead, Minn.; Tobey, N. H.; Reed, Kan.; Gurney, S. D.; Brooks, Ill.; Hawkes, N. J.; Moore, Okla.

Goodwin to Test Spots In East for Skin Cream

N. C. GOODWIN LABS., New York, which has been testing in various eastern markets since September of last year for a skin ointment, Tobene, moves into the New York market for another test Jan. 25, with a 13-week contract for spot announcements on WHN. While testing markets, including WICC, Bridgeport; WAAT, Newark; and WAGE, Syracuse, Goodwin has been using both live announcements and transcriptions, latter titled *Tobene Telephone Dramas*, in an attempt to compare effectiveness of the two types of commercials.

To date the live spots have brought the best results. Firm continues on WAGE in addition to starting on WHN and plans to carry on its tests in both radio and newspapers. Product is new to the general market, but has been used in clinical tests in hospitals for several years. Ray-Hirsch Co., New York, handles the account.

HOW DEPARTMENT X OPERATES

CBS Unit Paves Way for Handling of Problems Likely to Arise in Post-War Era

IN A STATEMENT written for BROADCASTING'S yearend symposium on "What's Ahead for Radio?" [BROADCASTING, Dec. 28], CBS President William S. Paley first revealed the existence of the network's "Department X," which, he stated, "devotes all its time to studying the war aims, post-war planning, the probable nature of the problems that we shall have to solve. Department X has already given us enough challenging data to make us definitely forward-looking."

Headed by Bryson

Asking CBS for more detailed information about Department X, BROADCASTING learned that it is really a part—what might be termed the post-war division—of the program department; that it is headed by Lyman Bryson, CBS director of education and chairman of the network's adult education board, currently on leave of absence from his position as professor of education at Teachers College, Columbia U; that it was started more than a year ago, on Dec. 1, 1941, six days before Pearl Harbor.

"We realized then," Mr. Bryson explained, "that whether or not the United States was drawn into war, it would inevitably have to take part in the tremendous rehabilitation program which would follow World War II. The vital role which radio will play in world-wide reconstruction was apparent even then, since, for the first time in the history of wars and peace treaties, such a means of mass communication has been available."

Undertaking what CBS believes to be one of the most complete surveys of post-war planning in the country, the staff of Department X has already made 400 digests from important books, pamphlets and articles, representing the opinions of more than 1,000 writers, and is now cross-indexing this mass of material. The group has also prepared five elaborate charts of post-war issues which it has placed at the disposal of public officials, experts on foreign affairs and other post-war planners.

The CBS post-war division is also studying the work of more than 300 organizations, representing all facets of political and economic thinking, who are active in this field. Its agenda for further study includes such diverse topics as the establishment of an international or regional federation, the necessity for an international police force, a World Court, an international system of production and distribution of goods and services, reemployment of war veterans, economic counsels, labor control, the place of small nations in the post-war world set-up, the youth problem, compulsory education, prevention of inflation or deflation, housing for demobolized service men and war workers, and many more.

Plans for Department X have developed largely at the weekly conferences held by Mr. Bryson with other CBS executives, writers and producers, including Edmund A. Chester, director of the short-wave department; Norman Corwin, writer-producer-director; Robert J. Landry, director of program writing; Leon Levine, assistant director of education; William E. Forbes, executive assistant; Davidson Taylor, assistant director of broadcasts; Robert L. Shayon and William Robson, producers.

Department X research staff comprises Mildred Adams, writer on international politics; Sylvia Stone, economist; Rudolph Felsch, bibliographer; Mrs. Ruth Friedlich, science research worker; Mrs. Ann Spinney and Helen Kandel, general research workers.

WAR CANCELS OHIO ENGINEERING MEET

ANNUAL Ohio State Broadcast Engineering Conference, usually held in February, has been cancelled this year due to the war.

Dr. W. L. Everitt, director and originator of the Conference, is on leave from Ohio State to the Signal Corps. Lynne C. Smeby, former Director of Engineering for the NAB, who cooperated with Dr. Everitt in handling the sessions, is now with Dr. Everitt in the Signal Corps.

It is probable that there will not be another conference until after the war. According to the Ohio State announcement, the conference will be resumed as soon as conditions permit.

CONFIDENCE IN BASEBALL for this year was shown when France Laux (seated), sports announcer of KMOX, St. Louis, was signed by Hyde Park Breweries for the play-by-play account on KXOK, St. Louis, of American and National League games played in that city, beginning April 21. Celebrating Laux's return to the mike are (l to r) Gene Gordon, Hyde Park advertising manager, and Elton (Bud) Hascall, account supervisor, Chicago office of Young & Rubicam, agency handling the account. Laux was loaned to KXOK by KMOX.

WILLIAM B. RYAN HEADS KFI-KEC

WILLIAM B. RYAN, general ma... ager of KGO, San Francisco, ... been appointed general mana... of KFI-KECA, Los Angeles, ef... tive Feb. ... Earle C. Anth... head of the L... Angeles statio... announced. ... Ryan succeeds ... late Harris... Holliway, ... died last Sept. ... For the past ... eral months, ... tions have ... operating unde...

Mr. Ryan

three-man board, set up under ... rection of Mr. Anthony.

Well known in Pacific Coast ... dio and advertising, Mr. Ryan ... came manager of KGO after ... ing four years as sales manager ... NBC, San Francisco. Previou... he was with Foster & Kleiser ... outdoor advertising firm.

Mr. Ryan was one of the ... executives named to the BLUE ... work Co. when it was organized ... February, 1942. He will confi... his San Francisco activities ... appointment of a successor, ... Anthony said.

Richardson on Flight

EXCLUSIVE story of the Br... bombing of Berlin on the nigh... Jan. 16 was related by Stanley ... Richardson, manager of the ... London office, ... two NBC br... casts. The fol... ing night, ... day, Mr. Rich... son was heard ... NBC 11:01-11... p. m., reciting ... eyewitness ... count of ... flight. He was ... only Amer... broadcaster ...

Mr. Richardson

witness the bombing. He re... the story Jan. 18 on the ... Alka-Seltzer *News of the Wo...* 7:15-7:30 p. m. Before going ... London last autumn, Mr. Rich... son was assistant to J. Ha... Ryan, assistant director of ... ship for radio, in charge of ... wave activities.

Furniture Discs

CHARLES MICHELSON, ... York, radio transcription firm, ... been appointed to handle sale... *My Prayer Was Answered*, ... gram now sponsored on 65 stat... by as many furniture stores be... ing to the Retail Furniture A... Baltimore. Series started in ... tember on a weekly basis for ... week period. Other members of ... furniture group may assume ... sorship of the program short...

Two Join F & P

DAVID G. JONES and ... Scovern have joined the New ... sales staff of Free & Peters, ... tion representatives. Mr. Jones ... formerly business manager ... WLAW, Lawrence, Mass. and ... count executive of N. W. Ay... Son, Philadelphia, while Mr. ... ern is a former member of the ... staff of the *St. Louis Post-Dis...* and recently at the affiliate ... tion, KSD, St. Louis.

TIED FOR 1ST IN BOSTON From 8:30 a.m. to 9 a.m.

PERCENTAGE OF LISTENERS 27.5%

According to the Hooper "Continuing Measurement of Radio Listening" report (June 15th through Sept. 1942) of seven Boston stations.

THIS is the story of an independent radio station that is doing a single-handed job in Boston . . . . a station that by sheer popularity, and without benefit of network, is a major factor in this market. WORL is the station to watch . . . . WORL is the station to use. It's "Boston's Best Buy."

WORL

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

XUM

List of Surplus Equipment Is Made Available to Stations

FCC Catalogs Results of Nationwide Survey of Supplies, With Supplements to Be Issued

SURPLUS equipment held by standard broadcast stations as well as by other licensees except amateurs was announced last Friday by the FCC in announcing results of a nationwide survey.

Known as "The Catalog of Surplus and Salvageable Equipment", the bulletin will shortly be distributed to interested Government departments, inspectors-in-charge of regular and sub-field FCC offices as well as to a list of 124 broadcast stations located throughout the United States and its territories to provide the best possible geographical distribution.

Since the material assumed greater bulk than anticipated, it will not be possible to distribute one copy to each station. Instead, centrally located stations have been named in each State where the 1,100-page manual is to be kept available to those interested.

Types of Equipment

Equipment covered in the manual appears under the following headings: Antenna Equipment; Transmission Line and Coupling Equipment; Transmitters and Asscciated Equipment; Audio Equipment (not integral part of transmitter); Test, Measuring and Maintenance Equipment; Fabricated and Raw Materials; Receiving Equipment; Recording Equipment; Tubes, all kinds; Quartz Crystals; Miscellaneous Equipment.

As soon as the Manuals are ready for distribution a copy will be available for use in the office of each inspector in charge of the FCC's radio districts, in the FCC's Washington office and at the stations contained in the list below. These stations were selected, it was explained, to provide the "best possible geographical distribution". Stations in any given city were determined by selecting the first standard station in the alphabetic call-letter order.

Stations which do not choose to accept the responsibility for the manual will have it passed on to the next station in that city according to alphabetic order.

The FCC urges that those interested inspect the lists personally instead of attempting to correspond with the stations or the FCC, since this would impose "an unreasonable burden".

Since questionnaires received later than Jan. 12 were not tabulated, the FCC advises owners whose equipment is not listed to wait since supplements will be issued. In fact the FCC recognizes that the value of this type of informational service depends on its being up-to-date and assures that this will be done. Catalogued equipment disposed of through sale or otherwise should be taken off the list and the FCC requests such transactions be reported promptly.

Material contained in the Manual results from questionnaires mailed Nov. 20 to the nation's 8,000 licensees including all except hams. Precise figures are not yet available as to how many standard broadcast stations among others responded.

Complete Manuals are available at these stations:

Alabama — WAPI, WALA, WCOV; Alaska—KFQD, KFAR, KTKN; Arizona—KOY, KTUC, KYUM; Arkansas—KFPW, KARK; California—KHSL, KIEM, KARM; Colorado—KGIW, KFXJ, KGHF; Connecticut—WDRC; Florida—WJAX, WDBO, WTAL; Georgia—WRBL; Hawaii—KTOH, KOTH; Idaho—KIDO, KSEI; Illinois—WSOY, WTAD; Indiana—WGL, WFBM; Iowa—WOC, KRNT, KGLO; Kansas—KGNO, KSAL, KANS.

Kentucky—WAVE, WPAD; Louisiana—KALB, KVOL, KRMD; Maine—WABI, WCSH, WAGM; Maryland—WTBO; Massachusetts — WHAI; Michigan — WASH, WJMS, WDMJ, WSOO, WTCM; Minnesota—KDAL; Mississippi—WCBI, WJDX; Missouri—KWOS, WMBH, KMOX; Montana—KGIR, KFBB, KGEZ, KRJF; Nebraska—KMMJ, KGNF, KBON; Nevada—KENO, KOH; New Mexico — KGGM, KAVE, KICA; New York—WABY, WSLB, WAGE; North Carolina—WISE, WAYS, WPTF, WMFD.

North Dakota—KFYR, WDAY, KLPM; Ohio—WCKY, WBNS; Oklahoma—KOCY; KOME; Oregon—KORE, KFJI, KOOS, KWRC; Pennsylvania — WHP, KDKA, WARM; Puerto Rico—WPRA, WPAB; South Carolina—WCSC, WCOS; South Dakota—KABR, KOBH, WNAX; Tennessee—WAPO, WBIR, WHBQ, WLAC.

Texas—KFDA, KEEW, WTAW, KROD, KFYO, KGKL, KABC, KWFT; Utah—KSUB, KDYL; Vermont—WCAX; Virginia — WLVA, WBBL; Washington — KFIO, KIT; West Virginia — WHIS, WSAZ; Wisconsin — WTAQ, WKBH, WEMP; Wyoming — KDFN, KVRS, KWYO.

Cudahy Spots

CUDAHY Packing Co., Chicago, has placed a varying schedule of station breaks from 10 to 70 each on WBBM WIND WGN WLS WAIT for Old Dutch Cleanser. Agency is Grant Adv., Chicago.

OLD BANK BREAKS ICE

Weekly Series on WJZ Plugs Savings, War Bonds

ENTERING radio for the first time in its 92-year history, Williamsburgh Savings Bank of Brooklyn, last week started a quarter-hour world news summary on WJZ, New York, titled *History As It Happens.* Featuring Gilbert Martyn, BLUE announcer, and newsreel commentator, the series is heard Saturday, immediately following the BLUE broadcasts of the Metropolitan Opera, which ends between 5 and 5:15 p.m.

Commercials promote the bank's Savings Account services, and also advocate the purchase of War Bonds. Announcement of the contract, handled by Muir & Co., New York, follows shortly after another savings bank, Drydock Savings Institution, New York, signed a 52-week contract on the same station, following a successful test campaign at the end of last year [BROADCASTING, Jan. 18, Nov. 30].

W. B. LEWIS GIVEN NEW POST AT OWI

WILLIAM B. LEWIS, chief of the OWI radio bureau, was promoted to the post of assistant director of the OWI domestic branch, assisting Gardner Cowles Jr., domestic director, in the formation of plans and production. No successor was named to Lewis' post and meanwhile Douglas Meservey will serve as acting chief.

Mr. Lewis

In this capacity, Mr. Lewis will absorb the planning function of the bureau of campaigns with Drew Dudley becoming chief of campaigns. James Allen continues as assistant director of the domestic branch except for duties assigned to Mr. Lewis.

UNION PROTESTING AIR TIME DENIAL

DIFFICULTIES encountered by the Transport Workers Union, New York, in attempting to buy time on New York stations for broadcasts on behalf of higher wages for New York subway workers may lead the organization to take the matter to the FCC, according to Walter Wiley Adv., New York, agency handling the account.

The union started a weekly quarter-hour on WLIB, Brooklyn, Jan. 10 [BROADCASTING, Jan. 18] but so far has been unsuccessful in purchasing time on other New York stations. Outlets refusing to sell time, on the grounds that the subject is too controversial, according to the agency, are: WHN WOR WEAF WABC WQXR WJZ WNEW.

WHN however has offered a one-time half-hour broadcast free of charge, on the condition that it be in the form of a debate giving both sides of the issue. The union will probably take advantage of the offer. Negotiations are pending with two other stations, WEVD and WOV, neither of which has refused the account. WMCA and WINS have not so far been approached on the matter.

The union has sought to buy time for a twice-weekly quarter-hour program, preferably in the 7-9 p.m. period. Current series on WLIB presents addresses by union officials and representative citizens. Michael Quill, TWU international president appeared on the initial broadcast.

Buffalo Hearing

HEARINGS on a renewal of license by the Buffalo Broadcasting Corp. operators of WKBW-WGR, Buffalo, were conducted in Washington last week with the applicant and the Commission being heard. The record is open until March 1 for further witnesses and exhibits.

New Soup Tested

QUAKER OATS Co., Chicago is testing its new dehydrated Aunt Jemima soups in the Milwaukee market with six participating announcements on *Nancy Gray* on WTMJ, Milwaukee. The product is being packaged in yellow, green pea and navy bean varieties. Agency is Sherman K. Ellis & Co., Chicago.

Standard Bran... Plans New Dri...

Effort to Plug New Vit... Product in Midwest State...

IN WHAT IS DESCRIBED ... of the "most intensive adver... and sales promotion campa... the history of the drug in... Standard Brands, New Yo... launching a drive in six ... western states next month ... Stams, new multi-vitamin ... mineral tablet product, recen... nounced by the company.

Main portion of the ca... will be the Charlie McC... Edgar Bergen program, spo... on NBC by Standard Brand... Chase & Sanborn coffee. Sta... be advertised on the show ... six selected states, effective ... 28. Announcements will also b... ried daily on the company's ... serial program *The O'Neills*, ... special announcements wi... placed on leading CBS, Mut... BLUE stations in that area.

Bowman Promoted

Coincident with the ann... ment of the Stams campaign b... Bates Inc., New York, agen... charge, it was reported th... pharmaceutical division of ... ard Brands has been reorg... under the direction of Char... Bowman. John LaWare, fo... in charge of bulk vitamin ... Chicago, becomes sales mana... bulk products, while John W. ... sold, formerly in charge of ... products on the Atlantic Co... comes sales manager of co... products. According to Mr. ... man, other pharmaceutical pr... will be added to the company's ... line in the near future, wh... distribution of Stams, now ... ed through chains and ... wholesalers in the drug fie... be widened to a national ba... short time.

KGGF Joins BLUE

KGGF, Coffeyville, Kan., has j... the BLUE network as of Jan... 15. The station operates on 69... with 500 w. night and 1000 w. ... power.

M. M. BLINK, co-owner of Sta... Radio, has left for the West Coa... confer with Jerry King, his par... concerning future plans of the fir...

Essential Men

PAUL V. McNUTT, War... Manpower chief, urged all e... cupationally deferred men t... take pride in their deferme... last week when he said: "Al... though a great deal of em... phasis has been laid on th... fact that essential worker... are vital to war production ... there is still much wor... ahead in registering this fac... with the public, and with the... workers themselves. Occupa... tional deferment usually in... dicates that a man is maki... a more valuable contributio... to the war, right now, tha... if he were in uniform."

XUM

1943 OPENS, 70 accounts are ng regional *network radio* to l the Pacific Coast the way it n best be sold — *as one market.*

ese 70 advertisers realize that Pacific ast network radio provides the largest culation at the lowest cost per thousand any medium they can buy.

ey know that network radio is the dium for instant and complete coverage the West's highly-paid war industry kers. That network radio is the only ional medium that provides a monthly check on the *net* circulation of their advertising.

That network radio's priority on the finest available time periods guarantees maximum results from their radio expenditures.

Increasingly, Pacific Blue is the network regional advertisers are buying. *Since August 1 more new regional accounts have started on Pacific Blue than on any other two Coast networks combined.* These are a few of the reasons—

1. COMPLETE COVERAGE: Recent mail patterns show that Pacific Blue's 13 stations deliver primary coverage, day and night, of the counties where 95% of the Coast's retail sales are made.

2. READY-BUILT PROGRAMS: You can buy a sales-proven program on 13 Pacific Blue stations for as little as $246 (time and talent). On nine California stations for only $150 (T and T).

3. GUARANTEED TIME: Pacific Blue protects your program investment by guaranteeing your time against preemption. Many guarantees are on a 52-week basis. You retain the time you buy on Pacific Blue.

4. RATE ECONOMY: Pacific Blue costs 20% less than any other Coast network offering comparable facilities. See Pacific Blue Rate Card No. 2 for new discounts and rebates.

THE PACIFIC BLUE NETWORK

lywood, Sunset and Vine • San Francisco, Taylor and O'Farrell ★ **REPRESENTED BY BLUE SPOT SALES** — *New York • Chicago • Detroit*

XUM

WSPD
THE No. 1 STATION IN THIS MAJOR MARKET...
is always a Must on the Time Buyer's list
TOLEDO, OHIO
5000 WATTS
BASIC NBC
A Fort Industry Station
You Can BANK On It!
Just Ask KATZ

Thanks, Thanks, Always Those Thank

Courtesy, Perhaps, Can Be Overdone on the Air

Editor's Note: Customarily, contributed editorials carry the by-line of the writer. The contributor of this column, a well-known newspaperman and afterward a radio news editor, prefers to remain anonymous, because of his present government connection.

"THANK YOU Mister! . . ."

More and more radio leans to the courteous side to thank sponsors, commentators, performers and anyone else within mike distance. For what?

This writer is thinking particularly of the vast numbers of news commentators who graciously consent to interpret the news (at a stipulated price, of course) for the multitudes. And when they've finished their bit the announcer comes in with: "Thank you So-and-So."

Courtesy is good stuff. A bit of it in our daily lives helps to keep the rough edges off war jitters. But on the air mike courtesy goes a long ways.

They Depend on Radio

With a nation fighting for its very existence the people are entitled to know what's going on. They turn to their radios to hear the commander-in-chief. They listen for news on the war's progress because they know radio comes through. What's more they *depend* on radio for war news.

When American forces invaded North Africa Nov. 7 the world was electrified as the first bulletins were broadcast. Regularly scheduled programs were interrupted as developments unfolded. Millions sat up late that night, ears glued to the radio. It was news that bolstered morale back home. It was news a world had been awaiting.

One thing marred the whole occasion for radio listeners. Following a time-worn custom announcers came in with: "We wish to thank the sponsors of Blank, Blank and Blank for relinquishing their time that we might bring you this important news."

A few weeks ago when President Roosevelt's New York Herald-Tribune Forum talk was aired by NBC a certain pride welled in the hearts of more millions as they thrilled to the National Anthem following an inspiring talk. Then came the awful truth! Hardly had the strains of . . . "the land of the free and the home of the brave" faded when listeners learned that a sponsor had relinquished part of his time that NBC might bring them the President's voice! At least so the announcer said in thanking the sponsor.

Have we reached the point where an address by our President depends upon the whims of a sponsor or two . . . where advertisers must be thanked publicly because they "relinquish" their time that important news affecting an entire world might be broadcast . . . where commentators deserve a vote of thanks for earning a living?

Darn nice of the sponsors to sacrifice their regular time for the President! Kind of the advertisers to give up their spots for news of utmost importance! Most delightful of the commentators to devote a 15-minute period of their daily lives to interpret the news as they see it!

They'll Gladly Cancel

A consistent listener soon gets the impression that the foregoing is true; that radio and its advertisers are conferring a great favor upon the public by letting them in on what's going on.

Actually such conditions do not exist. On the contrary there isn't a radio timebuyer who wouldn't gladly cancel his program for the President or for important war news. Chances are he'd probably cancel his contract if radio carried his show in preference to the President or vital news. And if it were necessary he'd willingly pay for the time consumed by broadcasting such events.

No, the United States of America still is a Republic in which the roots of Democracy are deeply rooted. The answer to this mad scramble to thank this firm and that and individuals lies in radio itself.

We cannot criticize the commentators because they are publicly thanked for doing a job. Don't forget the announcer reads prepared copy and chances are some agency writer tossed in that "thank you". Still adhering to hide-bound tradition which originated some years ago radio clings to the format of thanking sponsors, commentators, performers and anyone else on the least pretext.

Let's look at this mike courtesy from today's viewpoint. What's the listener's reaction? The sponsors who were so lavishly thanked the night of Nov. 7 should thank God that we had an Army capable of invading North Africa and carrying the war to our enemy. They should be thankful that they can advertise their merchandise and enjoy the fruits of a Government of the people, by the people and for the people.

They Want to Listen

Why should announcers thank commentators? The newsmen should thank the public that commentators are privileged to expound their own interpretations. When a million or so Americans tune in a commentator they don't do it because they were ordered to listen. They *want* to listen.

Let's change the script. Make it read, "The such-and-such program sponsored by So-and-So, which was canceled tonight, will be heard at the usual time next week."

If we have any thanks to toss around let's thank God for America and a Free Radio.

"Thank you Mister!"

Kyser's Cutlery

IN RESPONSE to an appeal for knives for soldiers in the Solomons, made by Kay Kyser on a recent NBC *College of Musical Knowledge* program, a deluge of cutlery of all types and descriptions is pouring into Army Headquarters in San Francisco. The campaign, titled "Send a Knife and Save a Life", was suggested to Kyser by Frank Martinelli, San Francisco restaurant man, who thought his own collection of kitchen knives could be put to better use in Guadalcanal.

CN Disc Series

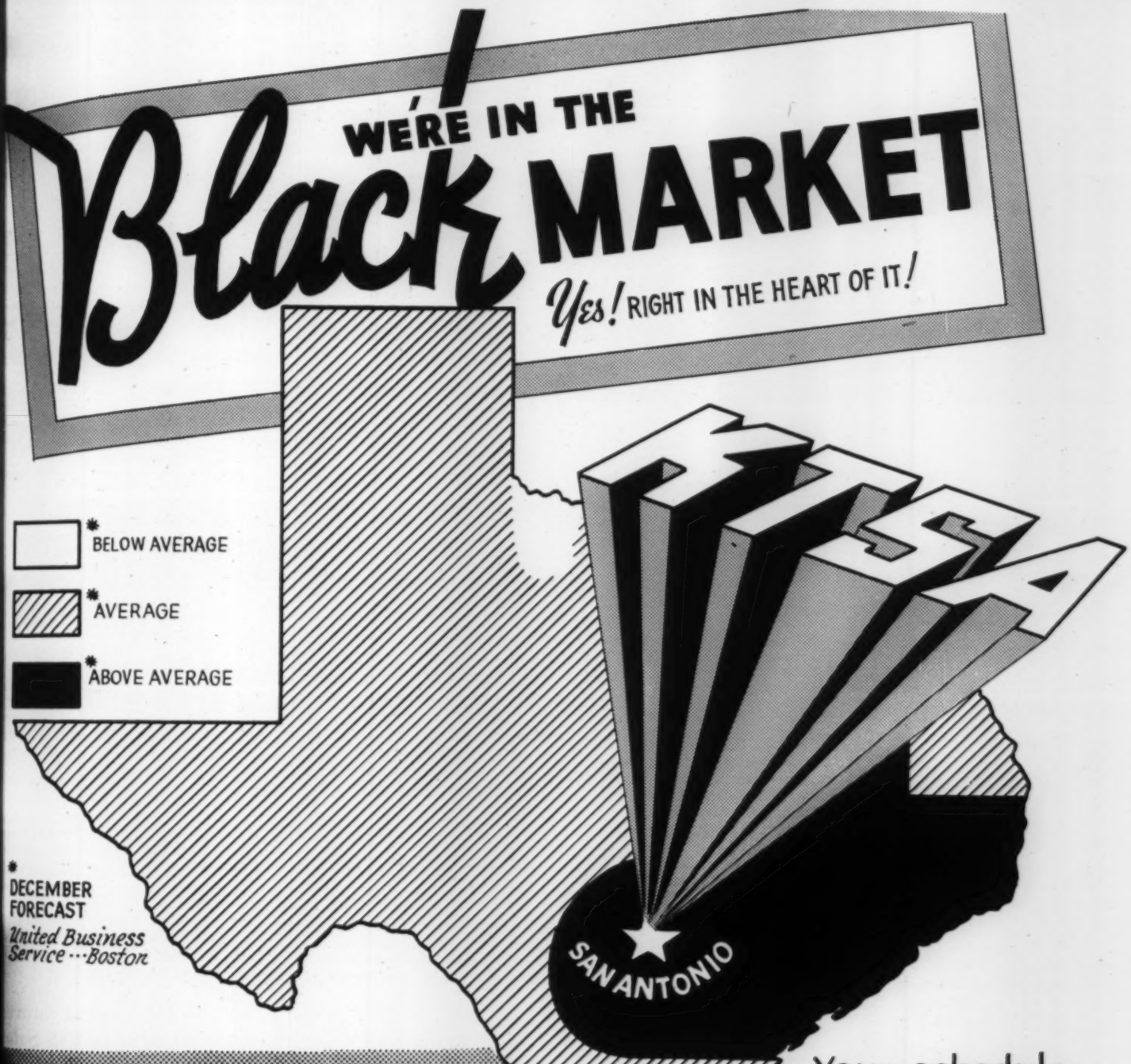
WEST DISINFECTING Co., Long Island City, has signed for a 15-minute transcribed program on KXOK, St. Louis, titled *Fact and Fantasy*, for CN Disinfectant. Program features stories of mystery and psychic phenomena and is produced by Basch Radio Productions, New York. West will place a similar program on a station in the New York area in February. Company has used spot broadcasting on a limited basis for several years. Agency is Alfred J. Silberstein Inc., New York.

DR. L. D. LeGEAR MEDICINE Co., St. Louis (poultry, livestock remedies), has started a thrice-weekly quarter-hour series on WLS, Chicago, featuring Doc Hopkins and Karl Harty. Agency is Pondrom & Co., Dallas, Tex.

CONTRACT FOR CLASSICS ... sponsored by a dry cleaning ... is signed by Joseph Blau, pres. L. Blau & Sons, Long Island ... for a daily hour of music ... weeks on WLIB, Brooklyn. ... proving are WLIB Sales ... Sylvia Ansen, who handles ... count, and Louis W. Berne, ... sales promotion manager. C... cials emphasize wartime c... tion of clothing by dry c...

WE'RE IN THE Black MARKET

Yes! RIGHT IN THE HEART OF IT!



The Taylor-Howe-Snowden Group

Your schedule should be on the only CBS AFFILIATE in more than 200 miles.

Ask ANY JOHN BLAIR MAN !

★ KTSA ★
CBS AFFILIATE
LONE STAR CHAIN

CENTRAL SALES OFFICE
805-806 TOWER PETROLEUM BLDG., DALLAS
KEN L. SIBSON, GEN. SALES MGR.

Always Popular
Now More
POWERFUL
WCAO
The Voice of Baltimore
NOW
5,000 WATTS
DAY & NIGHT
600 KC
The Only Columbia
Station in Maryland
★
Paul H. Raymer Co.
National Sales Representative
New York · Chicago · San Francisco · Los Angeles

Three Radio Cases In Supreme Court

Network, Clear Channel and Petrillo Ban Are Pending

THREE important radio cases—network monopoly, clear channel breakdown and the Petrillo recording ban—now are before the Supreme Court by virtue of the action of the highest tribunal last Monday in approving the FCC's petition for review of the NBC-KOA clear-channel breakdown case.

Previously the court had accepted for review the appeals of NBC and CBS from the decision of the statutory three-judge court in New York upholding the FCC's network monopoly regulations now tentatively scheduled for argument Feb. 10.

The Dept. of Justice has asked the highest tribunal to review the action of the Federal District Court in Chicago, dismissing its anti-trust suit against the American Federation of Musicians and James C. Petrillo, but this proceeding has been reopened before Federal Judge John P. Barnes.

KOA Hearing

In granting the FCC petition for certiorari in the KOA case, it was indicated argument would be heard during the second week in March. William J. Dempsey, former FCC general counsel, has been retained by the Commission to argue the case.

The U. S. Court of Appeals for the District of Columbia, in a split opinion last September, reversed the Commission's decision allowing WHDH, Boston, to operate full-time on the 850 kc. channel, resulting in the breakdown of that frequency through duplicated operation. Subsequently, the Commission assigned WJW, Akron, to the frequency and authorized its removal to Cleveland, but this matter was set down for rehearing by the Commission Jan. 13 on motion of NBC [BROADCASTING, Jan. 18].

New Class of Stations Covers Civil Air Patrol

CIVIL AIR PATROL stations to be used during emergencies were established last week by the FCC, which modified its radio emergency rules. The Civil Air Patrol established by the Director of the Office of Civilian Defense, provides forest patrol, courier service, disaster relief, rescue missions and trains aircraft and ground personnel. The new class of stations, designed by the Commission to be used exclusively for its essential communications except when use of such a station is under military control, will operate on the ultra-high frequencies now available for War Emergency Radio Service.

All Civil Air Patrol stations will be licensed within a State in the name of a Wing Commander, who supervises the State branch of Civil Air Patrol. A Communications officer will direct actual operation of the stations.

LIPSTICK BARRAGE was bestowed upon Mr. Amplistat's cheeks forehead by the feminine staff members of WGAR, Cleveland. "Mr. is Maurice Condon, publicity and promotion manager of WGAR, w cracks at radio cliches have amused the readers of BROADCASTING many months. Now he is entering the military service and will d his devastating talents to embarrassing the Axis countries.

Educators Ask Radio to Cooperat In College-Level Program Analy

WITH universities and colleges facing curtailment because of the war, the Assn. for Education by Radio and the National Assn. of Educational Broadcasters shortly will survey the industry to determine the extent and effectiveness of "university level" broadcasting.

Little thought has been given to programs in the university level category, according to Maj. Harold W. Kent, president of AER. The two organizations list as college level broadcasts programs dealing with research and interpretation in the fields of Government, music, international affairs and literature which are intended either for listeners whose interest and background are on the college or university level or for the college classroom itself.

Classified as university level programs are *Invitation to Learning, The Inter-American University of the Air, Lands of the Free, Of Men and Books,* symphony music and others of that nature.

Report Forms Available

In an effort to analyze university level programs now on the air to ascertain their effectiveness in filling the anticipated gap brought about by war conditions, the AER and NAEB will ask broadcasters to fill out report forms which are to be mailed them. Network programs are not listed unless they are originated by the station which makes the report.

Information requested by the educational groups includes program title; whether it is sustaining or commercial; under whose auspices it is presented; what the sponsoring agency hopes to achieve through the broadcast; whether the program is planned jointly by sponsor and station; sources of content; writer, producer, whether professional, students, faculty members or volunteers; program subje such as philosophy, music, li ture, science, government, etc.; of presentation, whether dram roundtable, lecture, music; long program has been on the how and by whom series is moted or sponsored; concrete dence of achievement of purp and how it is measured, whet Crossley, registration, mail, pho student response.

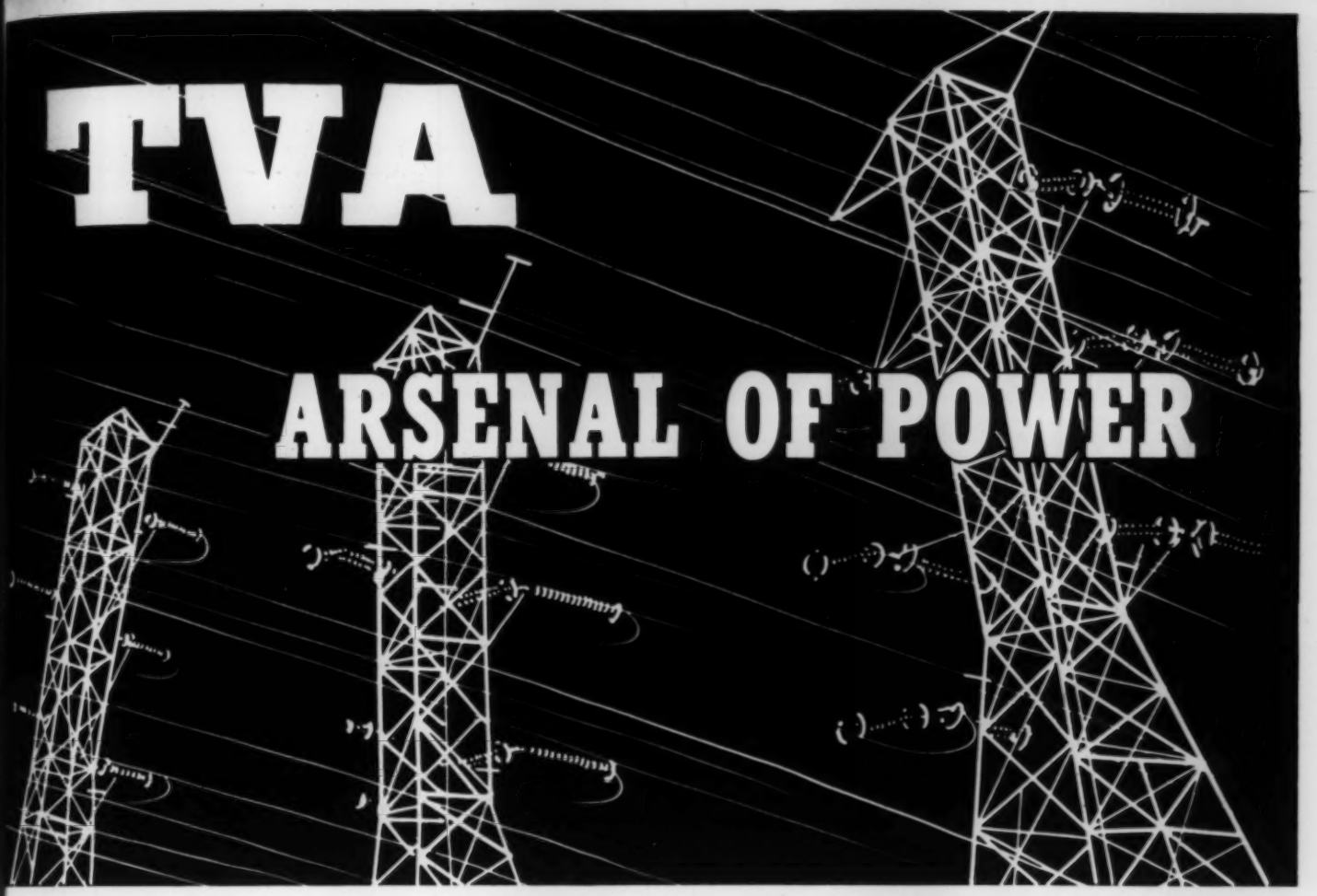
When the results of the surv are tabulated the AER and NA believe they will be able to asc tain how educators can utilize pr ent programs to the fullest ext and how radio might be better u for educational broadcasts. T survey will be conducted under t direction of Michael R. Ham general manager of WHCU, Ithac N. Y., and chairman of the A survey committee.

Nicht in King Feature Post, Includes INS Sal

FRANK J. NICHT has been p moted to the post of general sa manager of King Features Sy cate, International News Se and International News Photo cording to an announcement week by J. V. Connolly, pres of King Features Syndicate. appointment consolidates and ordinates the selling activiti the sales staffs of all three s cates, including the radio vision. Erich Brandeis, va King Feature promotion ager, was named chief of the motional department of all syndicates.

Offering Records

STUDIO RECORDS Inc., new cording firm in New York, mailed offers to radio st promising two records per for $1.50, with no contract ne sary. Letters says tunes are p by a CIO orchestra.



Man has created no more productive, no more gigantic constructive project in entire history than TVA. It is a vast fountain-head of power, welling forth its energy in a mighty surge. The materials it has in use would build eight Boulder Dams. Sixty per cent of all the electricity needed to carry on our vital aluminum industry is supplied by TVA.

Here, in this great power generating center, WLAC sits astride the area responsible for its very being. With 50,000 watts, its signal is heard far and wide throughout this industrial mecca . . serving the thousands upon thousands of men and women who are working night and day, turning out the power we need for victory.

That's why we say . . WLAC is the industrial gateway to the rich Tennessee Valley.

BURCH SHOT DOWN BY JAPS

Details of Radio Engineer's Death in Action

Last Year Just Disclosed

INFORMATION that Maj. Joseph A. Burch, former consulting engineer for RCA, met death in a plane shot down by Japs over Soerabaia, Java, in the Dutch East Indies, has just been received by BROADCASTING. Although the War Dept. notified Maj. Burch's family on Feb. 3, 1942, that he had been killed in action details were not available until disclosed by the Rev. W. W. Patterson of Minneapolis, who recently returned from Java.

Maj. Burch

He was stationed in Java as a communications expert when a wave of Japanese planes attacked the city and shot down the plane in which he and fellow officers were just taking off.

Maj. Burch was commissioned in the Army Specialist Reserve in March, 1941, and was on hand in Teheran, Iran, when that country was occupied by the British and Russians. He restored communications traffic to normalcy within three days. In World War I, Maj. Burch served overseas as sergeant and radio operator in the Signal Corps.

Born at Valley Mills, Tex., in 1899, Maj. Burch became a railroad telegrapher at 14 and at 16 was a radio operator on sea-going vessels. He later took up radio and electrical engineering and built the first highpowered radio transmitter at Halifax, N. S., for United Press.

He is survived by five brothers, two sisters, and his mother, whose home is in Waco, Tex. Three brothers are connected with radio: H. B. Burch, with CBS New York; H. A. Burch, Army Air Forces, McDill Field, Fla., and Leo S. Burch, Office of the Chief Signal Officer, Washington.

Minwax to Expand

MINWAX Co., New York, completing plans for national distribution of Preen floor wax, will expand radio advertising to new markets. Second station to be added Feb. 10, when the company starts a weekly participation in Nancy Booth Craig's *Woman of Tomorrow* on WJZ, New York. Minwax introduced the product to radio six months ago, using three participations weekly on WTIC, Hartford, in a test campaign. Firm continues on WTIC. Minwax has used some spot broadcasting in the past for other products. R. T. O'Connell Co., New York, handles the account.

KSD

IN ST. LOUIS

EXCLUSIVE ST. LOUIS OUTLET FOR NBC NETWORK

ONLY ST. LOUIS STATION WITH FULL 24-HOUR ASSOCIATED PRESS NEWS SERVICE

KSD Has the LARGEST DAYTIME POPULATION COVERAGE AREA of any St. Louis Radio Station

NBC-KSD PROGRAMS FIRST IN ST. LOUIS IN NATIONAL POLL "FIRSTS" SINCE 1935

KSD

ST. LOUIS POST-DISPATCH

Post-Dispatch Building, St. Louis

FREE & PETERS, Advertising Representatives

Radio Is Allotted Oil For Non-Heating Use

BROADCASTING and radio communications centers are classified as essential users of fuel oil under Petroleum Administrative Order No. 3 issued Jan. 18, and are entitled to unrestricted use of fuel oil for non-heating purposes.

Essential users of oil for non-heating purposes must file a schedule of needs with the Petroleum Administration for War's New York and regional offices. Application under the new regulations which do not affect oil rations for heating, must be accompanied by a statement that the non-heating allotment will be used exclusively in the essential operation.

Alice Hughes To WMCA

ALICE HUGHES, columnist of King Features Syndicate, and formerly heard on WINS, New York, for Rogers Department Stores, has moved to WMCA, New York, starting off Jan. 25 with two sponsors for different portions of a six-weekly program, *A Woman's Views*. Hygrade Food Products, New York, sponsors Miss Hughes Sunday, 7:45-8 p.m., for meat products, while Phil Cooper, New York cleaning establishment, uses the 9-9:15 a.m. period Monday and Tuesday. Series is heard sustaining at that time Wednesday, Thursday and Friday. In addition to news of general interest to women, Miss Hughes will feature "Crusades" relating to various phases of the war effort, such as food prices. Business was placed direct by both accounts.

Latin American Drive

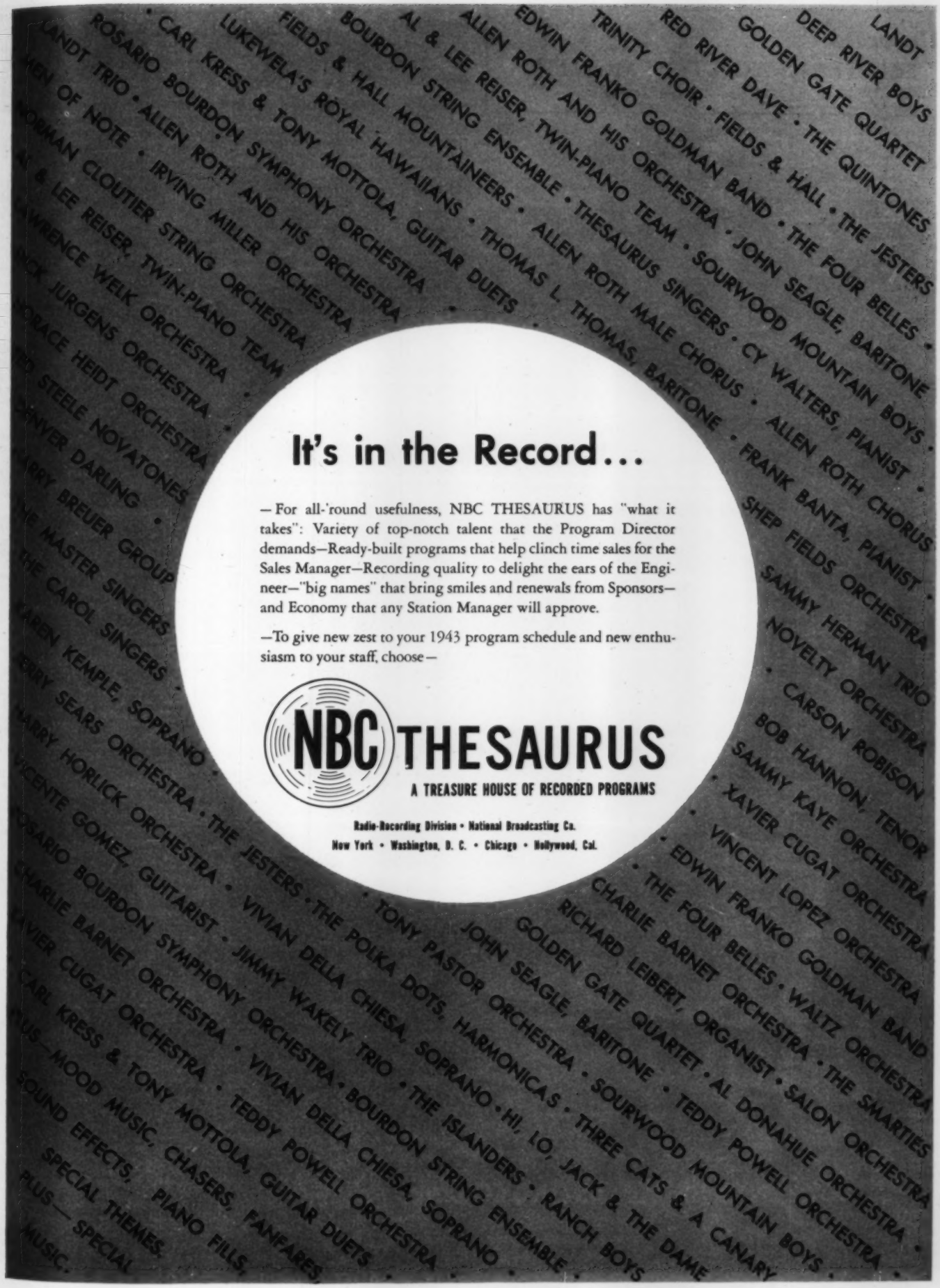
NORWICH PHARMACAL Co., Norwich, N. Y., last week released an extensive Latin-American campaign for Pepto-Bismol and Unguentine, using transcribed announcements on nine stations in Cuba, Puerto Rico and Panama, in addition to concentrated newspaper advertising in those countries and Bermuda. The radio schedule got under way last week with announcements on five chain outlets in Cuba, three in Puerto Rica and one in Panama. Norwich has not used radio in Latin America for several years. Export Adv., New York, handles the account. Domestic Advertising, handled by Lawrence C. Gumbinner Adv., New York, may include spot broadcasting early this year.

Westman to ASA

HAROLD P. WESTMAN, formerly secretary of the IRE, resigned last week to devote full time to the American Standards Assn. working on war standards for radio. Mr. Westman had been active in IRE's standardization work for 14 years, and more recently had been on loan to ASA on a part-time basis.

CANADIAN radio producers, entertainers and artists now in the *Canadian Army Show*, broadcasting unit of the Canadian Army, include Capt. Geoffrey Waddington, band leader; Capt. Robert Farnon, arranger and actor; Capt. Rai Purdy, producer-owner of Rai Purdy Production Ltd., Toronto; Sgt. Jimmy Shields, tenor; Sgt. Russell Titus, baritone; Sgt. Frank Shuster and Sgt. John Wayne, comedy duo.

XUM


LANDT
DEEP RIVER BOYS
GOLDEN GATE QUARTET
RED RIVER DAVE • FIELDS & HALL • THE QUINTONES
TRINITY CHOIR • FIELDS & HALL • THE JESTERS
EDWIN FRANKO GOLDMAN BAND • THE FOUR BELLES •
ALLEN ROTH AND HIS ORCHESTRA • JOHN SEAGLE, BARITONE
AL & LEE REISER, TWIN-PIANO TEAM • SOURWOOD MOUNTAIN BOYS •
BOURDON STRING ENSEMBLE • THESAURUS SINGERS • CY WALTERS, PIANIST •
FIELDS & HALL MOUNTAINEERS • ALLEN ROTH MALE CHORUS • ALLEN ROTH CHORUS
LUKEWELA'S ROYAL HAWAIIANS • THOMAS L. THOMAS, BARITONE • FRANK BANTA, PIANIST •
CARL KRESS & TONY MOTTOLA, GUITAR DUETS • SHEP FIELDS ORCHESTRA •
ROSARIO BOURDON SYMPHONY ORCHESTRA • SAMMY HERMAN TRIO
LANDT TRIO • ALLEN ROTH AND HIS ORCHESTRA • NOVELTY ORCHESTRA
MEN OF NOTE • IRVING MILLER ORCHESTRA • CARSON ROBISON
NORMAN CLOUTIER STRING ORCHESTRA • BOB HANNON, TENOR
AL & LEE REISER, TWIN-PIANO TEAM • SAMMY KAYE ORCHESTRA
LAWRENCE WELK ORCHESTRA • XAVIER CUGAT ORCHESTRA
NICK JURGENS ORCHESTRA • VINCENT LOPEZ ORCHESTRA
HORACE HEIDT ORCHESTRA • EDWIN FRANKO GOLDMAN BAND
ED STEELE NOVATONES • THE FOUR BELLES • WALTZ ORCHESTRA
DENVER DARLING • THE SMARTIES
HARRY BREUER GROUP • CHARLIE BARNET ORCHESTRA • SALON ORCHESTRA
THE MASTER SINGERS • RICHARD LEIBERT, ORGANIST • AL DONAHUE ORCHESTRA
THE CAROL SINGERS • GOLDEN GATE QUARTET • TEDDY POWELL ORCHESTRA
KAREN KEMPLE, SOPRANO • JOHN SEAGLE, BARITONE • SOURWOOD MOUNTAIN BOYS
HARRY SEARS ORCHESTRA • THE JESTERS • THE POLKA DOTS, HARMONICAS • THREE CATS & A CANARY
HARRY HORLICK ORCHESTRA • VIVIAN DELLA CHIESA, SOPRANO • HI, LO, JACK & THE DAME
VICENTE GOMEZ, GUITARIST • JIMMY WAKELY TRIO • THE ISLANDERS • RANCH BOYS
ROSARIO BOURDON SYMPHONY ORCHESTRA • VIVIAN DELLA CHIESA, SOPRANO
CHARLIE BARNET ORCHESTRA • BOURDON STRING ENSEMBLE
XAVIER CUGAT ORCHESTRA • TEDDY POWELL ORCHESTRA
CARL KRESS & TONY MOTTOLA, GUITAR DUETS
PLUS—MOOD MUSIC, CHASERS, FANFARES, PIANO FILLS,
SOUND EFFECTS, SPECIAL THEMES.
PLUS—SPECIAL MUSIC.

It's in the Record...

—For all-'round usefulness, NBC THESAURUS has "what it takes": Variety of top-notch talent that the Program Director demands—Ready-built programs that help clinch time sales for the Sales Manager—Recording quality to delight the ears of the Engineer—"big names" that bring smiles and renewals from Sponsors—and Economy that any Station Manager will approve.

—To give new zest to your 1943 program schedule and new enthusiasm to your staff, choose—

NBC THESAURUS

A TREASURE HOUSE OF RECORDED PROGRAMS

Radio-Recording Division • National Broadcasting Co.
New York • Washington, D. C. • Chicago • Hollywood, Cal.

It Happened
TEN YEARS AGO THIS MONTH

From the 1932 files of BROADCASTING

EDWARD PETRY, former manager of the Bulova radio account, has organized Edward Petry & Co. as exclusive national representative of stations, with New York offices headed by Henry Christal, Chicago offices by Edward Voynow and San Francisco offices by J. R. Doig. Mr. Voynow has resigned as Chicago manager of Scott Howe Bowen Inc. and joining him in the new Petry organization is George Kercher, former radio editor of the *Chicago Evening Post* and later with NBC, Chicago. Mr. Petry announced that his firm will represent the following stations: WFAA, Dallas; WBAP, Fort Worth; WHAS, Louisville; KPRC, Houston; WDAF, Kansas City; KSD, St. Louis; KFH, Wichita; WSMB, New Orleans; WSM, Nashville; KFYR, Bismarck, N. D.; WTMJ, Milawukee; KSL, Salt Lake City; WBRC, Birmingham; KTHS, Hot Springs, Ark.; KLZ, Denver; WFBM, Indianapolis; WMC, Memphis, and WWJ, Detroit.

•

HERBERT L. PETTEY, who was radio director of the Democratic National Campaign Committee, has been named chairman of the committee in charge of radio for the Roosevelt inauguration March 4, working under Rear Admiral Cary T. Grayson, inaugural chairman. Mr. Pettey has been mentioned as a probable successor to the Radio Commission post left vacant by the resignation last summer of Maj. Gen. Charles McK. Saltzman, chairman.

•

FRANK M. RUSSELL, NBC Washington vice-president, has announced the acquisition by NBC of a five-year lease on WMAL, Washington, effective Feb. 1. The deal was made with M. A. Leese, owner of the station, and WMAL will be linked as the NBC Blue Network outlet. Mr. Russell announced that Vincent F. Callahan, his assistant, who has been commercial manager of WRC, and Kenneth H. Berkeley, WRC manager, will take full charge of WMAL.

•

FULFILLING the mandate of the NAB St. Louis convention in November, to engage a man of commanding stature to represent it in its copyright fight, the NAB has retained as counsel Newton D. Baker, noted Cleveland attorney and Secretary of War during the Wilson Administration.

•

FEDERAL Radio Commission records as of Jan. 1, 1933, show that there are 39 stations licensed to educational institutions of which 12 sell time. Of the original 95, some 30 voluntarily assigned their licenses to commercial enterprises, 18 were deleted by reason of voluntary abandonment, and about a dozen were deleted for cause.

•

THE 1933 New Year heralded the tenth anniversary of the Gilbert and Sullivan opera sponsorship on KPO, San Francisco, by George W. Caswell & Co., San Francisco (Caswell Coffee). Emil Brisacher, president of Emil Brisacher & Staff, claims the program, which has not missed a single week in ten years, is the oldest continuous radio feature on the air.

•

A NEW turntable for broadcast purposes, which will reproduce lateral-cut records and transcriptions at either 78 or 33 1/3 r.p.m., is announced by RCA Victor Co. for outright sale to stations. The apparatus was originally developed for NBC.

•

RADIO SALES Inc. has been formed as a subsidiary of CBS to handle national spot business for stations operated by that network. Roger T. Vennon is in charge at New York office of CBS, and Robert V. Stephenson in charge in Chicago.

•

A TEST conducted by the *Denver Post*, which omitted radio program listings for several days, led to a deluge of telephone inquiries both to the newspaper and local radio stations that the schedules were reinstated and more space devoted to radio.

•

WCAU, Philadelphia, celebrated the New Year with the opening of new studios and general offices in its own building at 1622 Chestnut St., to be known as the WCAU Bldg.

•

NEGOTIATIONS are underway for the sale of WJBO, Baton Rouge, La., to a corporation controlled by Charles P. Manship, publisher of the *Baton Rouge State Times & Advocate*. W. Jensen is present owner.

•

DR. ALFRED N. GOLDSMITH, vice-president and general engineer of RCA and former president of the Institute of Radio Engineers, has resigned effective Jan. 24 to enter private consulting engineering practice in New York.

•

WALTER PRESTON has replaced Keith McLeod in the music department of the NBC program division, Mr. McLeod having resigned.

•

ARTHUR J. KEMP, formerly an account executive with the Rodney Boone Organization, newspaper representatives, has been appointed advertising manager of KHJ, Los Angeles.

•

HASSEL SMITH, formerly with the McCann Erickson and Hammerstein-Lesan agencies, has been appointed commercial manager of KFRC, San Francisco. Rush Hughes and Wyllis Louthain are leaving WFRC to join NBC.

•

CHARLES W. PHELAN, of the Yankee Network, has applied to the Radio Commission for a new station in Portland, Me., to operate with 500 watts on 1340 kc.

•

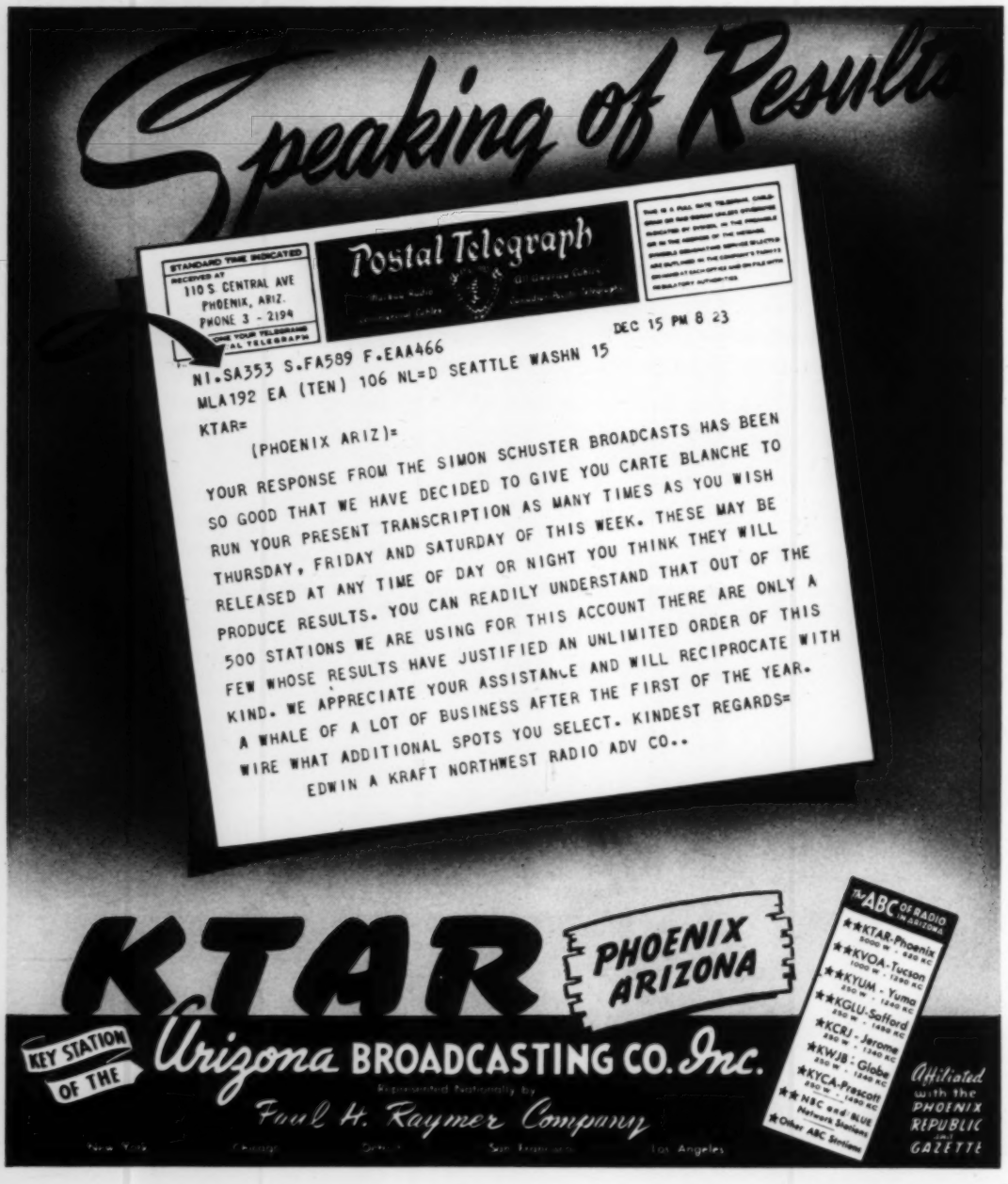
WILLAN C. ROUX, formerly assistant to the advertising manager of L. Bamberger & Co., Newark, has joined the sales promotion staff of NBC in New York.

•

DON BECKER, radio writer, has joined WLW, Cincinnati, and is writing a new detective series titled *Rad Unsolved Mysteries.*

KGW 'Soap Opera'

KGW, Portland, Ore., last week premiered its own "soap opera", *House Divided*, which tells the story of an average American family in which the mother remains at home to care for two young children while the father is in the Army. Program is broadcast Monday through Friday on a sustaining basis. Script is by Henry M. (Hank) Norton, former continuity writer of KGW; producer is Homer Welch.


Speaking of Results
Postal Telegraph
STANDARD TIME INDICATED
RECEIVED AT
110 S. CENTRAL AVE
PHOENIX, ARIZ.
PHONE 3 - 2194
DEC 15 PM 8 23
NI.SA353 S.FA589 F.EAA466
MLA192 EA (TEN) 106 NL=D SEATTLE WASHN 15
KTAR=
(PHOENIX ARIZ)=
YOUR RESPONSE FROM THE SIMON SCHUSTER BROADCASTS HAS BEEN SO GOOD THAT WE HAVE DECIDED TO GIVE YOU CARTE BLANCHE TO RUN YOUR PRESENT TRANSCRIPTION AS MANY TIMES AS YOU WISH THURSDAY, FRIDAY AND SATURDAY OF THIS WEEK. THESE MAY BE RELEASED AT ANY TIME OF DAY OR NIGHT YOU THINK THEY WILL PRODUCE RESULTS. YOU CAN READILY UNDERSTAND THAT OUT OF THE 500 STATIONS WE ARE USING FOR THIS ACCOUNT THERE ARE ONLY A FEW WHOSE RESULTS HAVE JUSTIFIED AN UNLIMITED ORDER OF THIS KIND. WE APPRECIATE YOUR ASSISTANCE AND WILL RECIPROCATE WITH A WHALE OF A LOT OF BUSINESS AFTER THE FIRST OF THE YEAR. WIRE WHAT ADDITIONAL SPOTS YOU SELECT. KINDEST REGARDS=
EDWIN A KRAFT NORTHWEST RADIO ADV CO..
KTAR
PHOENIX ARIZONA
KEY STATION OF THE
Arizona BROADCASTING CO. Inc.
Paul H. Raymer Company
The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix
★KVOA-Tucson
★KTUM - Yuma
★★KGLU-Safford
★KCRJ - Jerome
★KWJB - Globe
★KYCA-Prescott
★★N.B.C. and BLUE Network Stations
★Other ABC Stations
Affiliated with the PHOENIX REPUBLIC and GAZETTE

Purely PROGRAMS

EVA LeGALLIENE, actress of the British and American stage, stars in a quarter-hour murder-mystery series started on BLUE, Jan. 17, titled *Horror Inc.* Works of classic authors such as Edgar Allen Poe, Bulwer Lytton and others are related by Miss LeGallienne, who dramatizes the more thrilling moments of the tales in monologue style. Mort Lewis, radio writer, collaborates with the actress in preparing the broadcasts.

* * *

The Reporting Game

CONTESTANTS are cast as cub reporters in a quiz show now heard on NBC. The "city editor" recites a news story, and then selects a contestant to handle the assignment. Money prizes are awarded to those who show the best powers of observation and memory. Guest star each week is a real reporter, who relates his most interesting story. Additional feature is a musical assignment, requiring participants to piece together a story from the titles and lyrics of music played during the program. Frances Scott conducts the NBC program, named *Let's Play Reporter.*

* * *

Humor in History

DAYS in 1609 when Kingston, New York, was made a trading post by Henry Hudson, come to life in a new weekly quarter-hour comedy skit, *Sophia & Joshia,* on WKNY, Kingston. Featuring local historical events chiefly of early 1900's, Sophie Miller, script writer of the station and author of the show, dips into ancient newspapers and directories for names and addresses of one-time livery stables, blacksmith shops and old newspaper offices.

* * *

War Weapon No. 1

TO INCREASE understanding of the place of food in the war, CBS has started a new series, *Food and the War,* Wednesdays 4:30-4:45 p.m. Interviews with authorities on food production, shopping, marketing, rationing and other consumer food problems are scheduled. Recently interviewed were Roy Hendrickson, director of the Food Distribution Administration, and C. W. Kitchen, assistant director of FDA.

* * *

To Point the Way

PRESENT TREND toward religion and the part spiritual life takes in the war emergency is recognized in a new 10-minute weekly series on WOSH, Oshkosh, Wis., *Books That Point the Way,* featuring reviews of religious books by Rev. Jesse Pindall Peirce of the local Congregational Church. The Oshkosh Library is cooperating with the project.

* * *

Eyewitnesses

EYEWITNESS accounts of servicemen on foreign war fronts will be aired on Jerry Belcher's interview programs Tuesdays and Saturdays, 6:30 p.m. on WCKY, Cincinnati.

Final Exams

GRADUATION of the radio class in nutrition, an experiment in public education added last November to Carlton Fredericks' program, *Living Should Be Fun,* on WMCA, New York, is scheduled early in February. Enrollment has jumped from 300 to 5,400. Listeners were invited to enroll as regular students. Tests based on the broadcasts of the five-weekly series have been mailed each week to students. Their answers are graded and these tests, plus a final examination this month, determine those who will receive the special diplomas issued by the station.

* * *

Safety in Industry

TO BUILD listener interest among war workers, to whom *Men, Machines and Victory* on BLUE is largely directed, a feature has been added whereby a "Safety Ace" is selected each week as one who has made an outstanding contribution to the safety of his fellow plant workers. Poster picture of the first winner will be distributed widely throughout war industries. Series, which is presented by the War Production Fund of the National Safety Council, has been extended for another 13-week run, the fourth since its inception early last year.

* * *

Air Cadet Show

FEATURING Army Air Forces cadets in training at Minter Field, Cal., weekly half-hour musical program titled *Flying High* was started on Don Lee network Jan. 20, Wednesday, 4:30-5 p.m. (PWT). Under supervision of Col. Pyle, commanding officer, show will be written by Corp. Howard Bauman, with Pvt. Dave Scofield, formerly of KFRC, San Francisco, as announcer. Warrant Officer Harold Hines is musical director, with Corp. Paul Frey as vocalist. Program is to be shortwaved via KWID, San Francisco, to the AEF.

* * *

Musical Quiz

A MUSICAL QUIZ for soldiers, *What's Your Name, Soldier?* weekly feature of War Bond Section of the Eighth Service Command on WFAA - WBAP, Dallas - Fort Worth, WOAI, San Antonio and other Texas Quality network stations, gives soldier audiences a chance to identify song titles. Prizes of War Stamps are offered. Music is provided by the Fifth Ferrying Group Orchestra from Love Field under the direction of Master Sgt. Frank Malone.

* * *

Home Ec Series

HOME ECONOMICS problems in war are considered in a Saturday morning program on KYW, Philadelphia, titled *Living in Wartime.* Leading home economists of schools will participate in discussions of dehydrated foods, make-over meals, rationing and the rubber situation. Series is under the direction of Dr. Holman White, of the Pennsylvania State Education Assn., and William C. Galleher, educational director of KYW.

Star Programs

THAT BUILD YOUR AUDIENCE

WITH the choice programs of both Blue Network and Mutual carried over WSIX, an unusual collection of the finest programs in radio is daily serving to build a substantial audience for all WSIX advertisers.

Through this galaxy of star attractions WSIX is drawing listeners in greater number than ever before—and from a territory that is richer than ever before in its history.

For availabilities among these headline programs, and any other information, contact the station or Spot Sales, Inc., National Representatives.

Member Station
The Blue Network and Mutual Broadcasting System

5000 WATTS

980 KC

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

. . . If you're now using radio in the Charleston, West Virginia market— or planning to do so in the future— you should see the Crossley Study just completed.

5000 ON 580 WCHS CBS AFFILIATE

John A. Kennedy, President Howard L. Chernoff, Managing Dir.

Charleston, West Virginia

represented by

THE BRANHAM COMPANY

CBS SHIFT SENDS WOOD TO CAPITAL

ROBERT S. WOOD, assistant director of CBS news broadcasts in New York, joined CBS Washington last week, as director of public affairs in the capital city, Paul W. White, CBS director of news broadcasts, announced.

Mr. Wood will direct all news, public affairs and special events broadcasting which originate in Washington. Effective Feb. 1, Ann Gillis, director of CBS special events in Washington, will resign. Eric Sevareid remains as chief correspondent of the CBS Washington bureau, relinquishing his administrative work owing to the pressure of broadcast duties.

To replace Mr. Wood, Everett Holles, CBS night news editor, has been named. Harry Wefing becomes night news editor.

Mr. Wood is a native New Yorker, educated at Cornell U and graduating from the U of Toronto. After service in World War I with the Royal Air Force, he remained on the continent as a newsman with the *London Times*. Returning to the U. S., he joined the *New York World*, successively becoming reporter, rewrite man, copy reader, foreign correspondent and assistant managing editor. When the *Evening World* expired, he started *Radio Guide* in 1931, remaining until the start of the New York World's Fair in 1939, when he became assistant director of radio.

Fry Leaves NBC Feb. 1; Ray Named Successor

WILLIAM B. RAY, manager of the press department of NBC-Chicago has been appointed news and special events director of the central division to succeed Kenneth D. Fry, who has resigned, effective Feb. 1, to join the Overseas Branch of the OWI. John F. Ryan, NBC news editor, will take over his duties as press department manager.

Mr. Ray joined NBC in 1933, coming from the news staff of the Chicago Evening Post. In 1937 he was named press department manager. Mr. Ryan, formerly with the *Chicago Times* has been in the NBC press department for the last four years.

NORMAN BARASCH, BLUE page boy, has sold three scripts to the BLUE for the *Three R's* series.

FUTURISTIC PICTURE of Du Searle, general manager of KOIL KFAB-KFOR, Omaha, as create by station employes at a rece banquet at the conclusion of whi he presented each with a $25 W Bond in the name of KOIL-KFA KFOR. The beard, hair gray fro worry, ears overdeveloped from li tening to all three stations are du in 25 years. Glasses are from rea ing Government questionnaire telephone headset is for listenin to himself talk; admiral's ha marks him as head of his ow Navy by 1978 should Uncle Sa turn him down. His own invigora tor is to keep him in trim.

Linkletter Pleads

PLEADING GUILTY to charge of falsely claiming U. S. citizenshi Arthur G. Linkletter, San Fra cisco freelance announcer and ma is at liberty on $2,500 bail whi his case has been referred to a pro bation officer at his request. Link letter was indicted last Dec. 9 b a Federal grand jury [BROADCAST ING, Dec. 21]. At that time he issue a statement that he was an adopte child and hadn't learned of hi Canadian birth until Aug. 15, 194 Department of Immigration off cials testified, however, that hi college enrollment records showe the radio man had reported hi Canadian birth several years ag

NOTICE: Radio Station Managers!

"NAME THE TUNE CONTEST"

and

"NAME THE BAND CONTEST"

Copyrighted in detail and available for use only in certain localities

apply to

Holder of Copyrights

HOWARD W. DAVIS, Smith-Young Tower, San Antonio, Tex.

Operator's Rules Are Eased by FCC

Radiotheory Test Waived For Limited License Holders

HOLDERS of restricted radiotelephone licenses may operate stations of 1000 watts maximum power without passing examinations in radiotheory, the FCC ruled Jan. 19 in adopting Order 91-C, further relaxing wartime standards for broadcast technicians.

The order, adopted at the recommendation of BWC, will remain in effect until further notice, the Commission said, indicating that emergency technicians may be employed at least until the manpower problem is overcome.

FCC's latest action waives the compulsory theory examination that previously had limited tenure of emergency permits to six months. It also widens the field of operations for limited permit holders, allowing them to work at any 1,000-watt outlet in addition to Class IV (local) stations.

The order also provides that holders of any commercial license may be employed at any broadcast station so long as at least one first class radiotelephone license holder is on the staff, and that holders of restricted license may be similarly employed, provided that they pass a special radiotheory test similar to the examination for a Class A (the most difficult) amateur license.

In issuing the order, which superseded the earlier Order 91, 91-A, 91-B, FCC explained that military needs has decreased the number of operators qualified for station posts, and that a shortage had resulted.

Movement for revision of Order 91-B, adopted in May, 1942, authorizing employment of limited permit holders at Class IV stations, arose at the 17th District NAB meeting Nov. 19-20 at Portland, Ore. Marshall H. Pengra, manager of KRNR, Roseburg, Ore., told the session that very few parttime technicians would be able to pass the theory test. A petition was adopted by the 17th District, and subsequently at other NAB meetings, urging BWC to drop the theory requirement.

KROY Transfer Approved

TRANSFER of license of KROY, Sacramento, was approved by the FCC Jan. 12, under an agreement whereby Royal Miller, the owner, makes a voluntary assignment of license to a partnership comprising himself, his wife, Marion Miller, Mr. and Mrs. L. H. Penny, certified public accountants, and Will Thompson Jr., doing business as Royal Miller Radio. Mr. Thompson is general manager of the station, while Mrs. Miller has heretofore been supervisor of operations. Under the agreement, Miller and his wife each retain 22½% of the stock; Mr. and Mrs. Penny acquire 22½% of the stock for $6,750 each; Mr. Thompson purchased 10% for $5,000.

RCA Dept. of Information has published a 20-page booklet, "Radio and Electronics", explaining in simple, non-technical language the scientific and historical background of the Electronic Age predicted for the post-war world.

Even if you add 2+2 with your fingers you can quickly prove this fact: KPO has more power than all (11) Bay Area stations combined! Then add KPO's popularity add KPO's low-cost-per-listener and complete market coverage and you'll have four good reasons why KPO is the number 1 station in Northern California.

Get the facts...and you'll buy

REPRESENTED BY NBC SPOT SALES OFFICES

New York • Chicago • San Francisco • Boston

Cleveland • Denver • Washington • Hollywood

KPO

50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

SERVICE is keynote of *Home Service Daily* featuring Elinor Lee, WJSV director of women's programs, scheduled for 26 weeks on Washington's CBS station by Potomac Electric Power Co. Signing the contract is A. G. Neal, president of PEPCO, with Carl J. Burkland, WJSV general manager, also seated. Standing are (l to r) H. A. Brooks, PEPCO vice-president and commercial manager; Mrs. Lee; Miss Mary Turner, director of PEPCO's home service; J. T. Terry, PEPCO vice-president.

DICK MACK, Hollywood manager of McKee & Albright and director of the weekly NBC *Rudy Vallee Show* sponsored by Sealtest Inc., has written a new song "When the WAACs Go Marching Along", premiered on that program Jan. 22.

GEORGE KING, co-director of *Student Workshop* on WLIB, Brooklyn, is author of a dramatic script, *Young in Heart*, selected by the War Writer's Board for nationwide distribution to high schools and colleges for performance.

PEPCO HELPS HOUSEWIVES

Power Firm's Daily Program Includes Swap Service, Rationing, Nutrition News

WARTIME PROBLEMS form a three-way basis for *Home Service Daily*, service-type program scheduled to begin Jan. 25 on WJSV, Washington (9:45-10 a.m.), daily except Sunday, under sponsorship of the Potomac Electric Power Co. Henry J. Kaufman, advertising agency handling the account, placed it for a 26-week period.

Menu Suggestions

Featuring Elinor Lee, WJSV's director of women's programs, *Home Service Daily* will be divided into three sections, an electrical equipment registry or trading post, latest rationing news and food and nutrition suggestions. Increasing scarcity of electrical appliances and replacement parts is responsible for the trading post idea. Persons who want to sell any extra devices such as irons, washing machines and such, are invited to register them with Mrs. Lee. Potential purchasers also will register their wants and the information gleaned from both lists will be correlated by a special staff at PEPCO.

In connection with broadcasting late rationing news developments, Mrs. Lee will offer suggestions for menus using foods available in Washington and vicinity the day of broadcast. When point rationing becomes effective she will announce points required for items in each day's menus. From time to time special menus tested and prepared by the PEPCO Home Service division, headed by Miss Mary Turner, will be broadcast. These will be sent in booklet form to listeners who write for them.

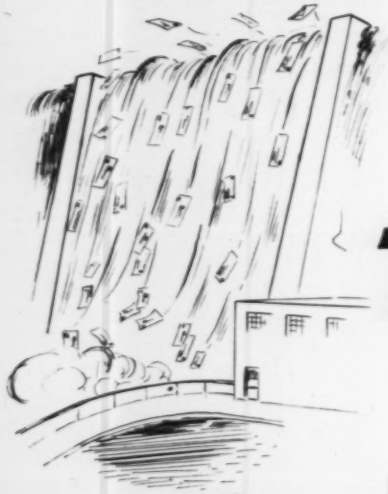
Special promotional tie-ins with the program are planned by the power company. A series of newspaper ads will run daily in the four Washington papers the first week the program is on the air and at intervals following. Special inserts will be mailed with electrical service bills to 200,000 customers, and announcements will be printed on the backs of bills.

Promotion Tie-ins

Counter cards calling attention to the *Home Service Daily* with Elinor Lee will be distributed to all electrical stores for windows and counters. Besides a street window display, planned for the entire run of the broadcast, a booth featuring pictures of Mrs. Lee will be maintained in the show-rooms of the power company, where booklets

TVA Dams Didn't Stop This Flood...as

7 DAYTIME SPOTS Bring Deluge of 7,308 PIECES of MAIL



Recently, after going on the air with 10,000 watts, Scripps-Howard's WNOX ran a total of seven **daytime** announcements in two days (4 one day, 3 the next) offering listeners a free plant bulb.

7,308 wrote the station within four days.

While most of them live within 150 miles of Knoxville, hub of East Tennessee wartime activity, yet daytime listeners in 24 states heard the offer and wrote for the gift.

*A similar offer with a total of four **nighttime** announcements in two nights (two each night) brought mail from 1,879 listeners in 23 states.*

The Branham Company will be glad to tell you more about the ability of 10,000-watt WNOX to pull mail—and to produce results in the booming Tennessee Valley.

Operated by Scripps-Howard Radio, Inc. ★ CBS ★ Affiliated with The Knoxville News-Sentinel ★ 990 KC ★

KNOXVILLE WNOX TENNESSEE

10,000 WATTS Day + Night

... Covering East Tennessee, Northern Georgia, Northwestern South Carolina, Western North Carolina, Southwestern Virginia and Southern Kentucky.

mentioned on the broadcast will be available.

The booklets, also to be mailed, will include "Recipes and Balanced Menus", "Use and Care of Electrical Equipment", "Vegetable Cookery" and "Wartime Recipes" featuring available and useable foods. All recipes will be tested and prepared under Miss Turner's direction in the company's home service kitchens.

Right at home when it comes to working with food programs, Mrs. Lee was graduated from Beaver College in Pennsylvania with a major in home economics. She studied dietetics at a Baltimore hospital. For two years she was home economist with the Potomac Light and Power Co. in West Virginia, later serving as district home economist for the Government in West Virginia. From there she went to Westinghouse Electrical Manufacturing Co. as Middle Atlantic home economist, resigning in 1938 to become WJSV home economist and later director of women's programs.

WNRC Ballots Out

FOR THE second successive year, only programs serving the war effort will be considered in the ninth annual survey of network programs by the Women's National Radio Committee, which is sending out ballots to listeners this month. Announcement of results will be made at a luncheon May 5 at the Waldorf-Astoria, New York, according to Mme. Yolanda Mero-Irion, founder and chairman of the committee. Ballots this year are confined to five classes — drama, music, forums, news analyses, juvenile programs.

Home Listening Up

HOME LISTENING in New York on Jan. 10, first Sunday after the ban on pleasure driving, showed an increase over other Sundays of last 14 months, a survey completed by the Pulse, New York, shows. Morning period Jan. 10, with 9% increase over previous month, showed average sets-in-use per quarter-hour at 11.0, highest figure ever recorded by the Pulse for Sunday mornings. Afternoon and night listening showed an increase of 8% over the previous month.

New England Farm News

WITH appointment of Sidney Vaughan as director of the New England Radio News Service, New England farmers will continue to receive farm news on New England stations. The service, started Nov., 1928, has been handicapped by entrance of its entire staff into the armed services. Mr. Vaughan, assistant county agricultural agent of Worcester County, Mass., Extension Service, conducted a farm program on WTAG, Worcester. He replaces Charles E. Eshbach, inducted into the Army Dec. 30. Also inducted were Donald Goldthorpe and Philip Fleming. Stanley Flower has been appointed to the staff. Cooperating in the New England service are the U. S. Dept. of Agriculture, six State departments of Agriculture, Yankee network, Westinghouse stations WBZ-WBZA. In addition to programs on the Yankee network, and WBZ-WBZA, a syndicated farm news program is aired on 23 New England stations.

Local Stations Must Sell Advertisers On Ability to Do Job, Says KTSW Head

EDITOR, BROADCASTING:

Without attempting to argue a "cause", I should like to express an opinion regarding your editorial entitled "It Would Help", appearing in the Jan. 4 issue of BROADCASTING.

While your suggestion that the government supply programs for local sponsorship applies to local non-network stations, I believe many local network stations fall into the same curtailed revenue classification. Such stations, for example, as those whose network contracts do not equal either their network contract time commitment or their cash outlay for network lines. To these stations, network affiliation is merely a source of program material. Their condition is not improved by the national "institutional" advertisers' policy of restricting the war-time budget to the larger markets on the perhaps justified theory that if the name is kept alive in the metropolitan market it can re-spread to the hinterlands.

Admittedly, this is a "selling" problem of the smaller stations—and we have good selling ammunition in a recent Hooper survey which showed that, on an average, local stations in a single station community can triple the national rating of a network program.

But this same selling problem would apply to any program produced by the government for local sale. We have programs with good followings for sale right now, but there just aren't the retail advertising budgets to handle these programs. No, I'm afraid additional programs "for sale" wouldn't help. We have too many of those now.

Our problem, though more acute now, is no different than it was before Pearl Harbor or will be after victory. We in the local market have got to convince the institutional advertisers today and the merchandise advertisers tomorrow that the best way to maintain their names and sell their products is through the stations that serve their local customers, the owners and operators of their local outlets — broadcast their church services, high school sports contests, and community events—report their local news—help put over their community chest drives—in fact are an active part of the community. The bigger stations are doing this in their "local markets"; and the advertisers know it. The local stations are doing the same job (on a smaller scale and with a lower rate card) in their communities; the advertisers must be told about it!

J. NELSON RUPARD,
General Manager,
KTSW, Emporia, Kan.

"Two heads are better than one—even if one happens to be a calf's head."
Old Farm Proverb

In spite of the above implication, there's one thing we *do* know that will help your sales problem in Kansas and adjoining states. We know how the folks in this area listen—think—and act!

Because of this, WIBW programs, personalities and services are those of *established* interest and appeal.

THE RESULT? WIBW is the most-listened-to station in this six-state area. You're more certain that your message will be HEARD. And because such messages are personal recommendations of established, friendly personalities . . . more certain they will be ACTED upon.

Let's get our heads together

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

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WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

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The Bell Tolls

A LONG step toward supplying outlying stations with "casual" or intermittent network service was taken jointly by the FCC and the AT&T in effecting long lines rate reductions which would amount to 25% on network line service. The savings, it is estimated, will amount to $2,000,000 on a $10,000,000 base, which will mean correspondingly reduced overhead for network outlets generally, covering both wire and connecting costs.

Most significant is the reduction by some 50% in the cost of service for "casual" users of lines, either for one-hour or contract service. Regular network outlets benefit from $8 to $6 per air line mile. There are about 200 small stations now removed from network circuits by an average of 45 miles. It seems reasonable that some of the $2,000,000 in line costs saved could be diverted to providing intermittent service to some, perhaps all, of these outlying stations. Perhaps it wouldn't entail more than $100,000 of the savings.

Here is an instance where industry and Government have worked harmoniously for the public's benefit.

Cox's Round

IT WAS IN THE CARDS for the Cox Resolution to pass the House. The FCC has run a reckless course under the chairmanship of James Lawrence Fly. He has brooked no opposition, and went out of his way to engage in a controversy with the fiery Georgian. Now Mr. Fly must face the music, along with his majority colleagues who have rubber-stamped these unrelenting grabs for power.

We would have preferred a fact-finding inquiry looking toward new legislation that would spell out the Commission's functions and leave no room for doubt. Such a study was undertaken last year on the Sanders Bill by the House Interstate Commerce Committee. A vast amount of valuable testimony was adduced. But it got nowhere—largely because of Mr. Fly's steadfast opposition.

Dead cats aplenty will be thrown during the Cox Committee inquiry, if past performances are any criterion. That's inevitable in this kind of inquiry, which has no definite legislative objective. Members of the House have been predicting such an investigation for at least two years.

We are not sanguine enough to believe the inquiry will be confined to an investigation solely of the FCC. Brickbats will hit the industry, too. But Mr. Fly may not be able to trot out his "two New York corporation" technique, or blame it all on the NAB, as he has done so adroitly in the past.

To indulge in personalities is distasteful. We don't agree with Mr. Cox that the FCC houses the "nastiest nest of rats in the country". But we do know, by dint of years of contact and observation, that the relationship between the regulators and licensees has been anything but what Congress intended and that the FCC, by slow degrees, was arrogating to itself complete control over all aspects of communications.

The temper of the House was reflected in the speed with which it approved the Cox measure. There were only two dissenting voices of some 300-odd votes. Last year the identical resolution was stymied in the Rules Committee. The Administration was against it and the House leadership thereby was impelled to withhold its support.

This time, however, it was just as apparent that the Administration did not intercede and that Mr. Fly was on his own. Evidently there had been too much complaint and Mr. Fly has been navigating in too much hot water for the White House to step in. Or perhaps the House leadership felt there was no way of holding the resolution back.

One need but look back over Chairman Fly's three-year tenure to glean the reasons for the House action. The Cox incident capped the climax. Network-monopoly, newspaper divorcement and the rifling of station-newspaper files, the television fiasco, multiple ownership, the NAB fight, internecine strife on the FCC—all have caught up with the Commission. It has been too much of a one-man show.

Even at the eleventh hour efforts were made to head off the Cox Resolution through introduction of another proposal by Rep Sparkman, Alabama Democrat, to divert the investigation to cover the industry. It was blocked. Obviously the move had its origin within the FCC, for it dealt too intimately with industry affairs to have been born on the Hill. Moreover, Rep. Sparkman never before had interested himself in radio, as far as we are aware.

The Cox subcommittee appears to be [e]petently manned. All are attorneys—and [a]but one—Miller of Missouri—are House [ve]ans. Judge Cox is a commanding House [fig]and a former State jurist. Rep. Wigglesw[or]th (R-Mass.) is well-known to radio, for he [ha]been the most persistent Congressional cri[t]of the FCC and the industry.

Most important is selection of compet[ent] committee counsel. A reputable and fearless [a]torney should be selected, one who will acc[ept] such a call from his Government.

Results, Unlimited

WITH THE NATION well into its sec[ond] year of war, radio has forged ahead as perh[aps] the most powerful medium on the home fr[ont]. In this issue, Seymour Morris, chief of [the] allocation division, Radio Bureau, OWI, gi[ves] a concise picture of what radio is doing [page 10]. To quote Mr. Morris: "The [be]testimony of soundness of the (network [al]location) plan is not the people it reaches, [but] the *results it has achieved.*"

The Network Allocation Plan, now used [by] OWI and which had its beginning in the ind[us]try itself even before the war, is recogni[zed] in many quarters in Washington "as the m[ost] effective information vehicle the Governm[ent] has at its disposal," writes Mr. Morris. [And] he pays tribute to the "imagination, tech[ni]cal skills and hard work of the writers, p[ro]ducers, sponsors and network officials."

Radio has gone along, doing its job with[out] any thought of personal aggrandizement, [but] terested only in winning the war. In spite [of] authentic statements and definite evidence [to] broadcasting has become a most potent medi[um] of spreading information, a few disgrunt[led] members of the press, living in the past, h[ave] made every effort to create disunity by ridic[ul]ing the industry. For example:

An attempt was made not long ago [to] discredit radio with reference to the n[ews] that American troops had landed in N[ort]h Africa. A newspaper trade journal comm[ent]ed: "Those who are inclined to think of r[adio] first in the field of war reporting must h[ave] been chagrined when the first broadcasts [di]rect from the radio correspondents with Am[eri]can forces in North Africa came trail[ing] through the ether nearly a week behind [the] first stories filed by war correspondents r[e]presenting U. S. news services."

What the trade journal failed to say w[as] that radio gave first news of the landing [of] Americans and the world a few minutes a[hea]official announcements were issued at 9 p[.m.] Nov. 7. Major networks and individual s[ta]tions interrupted scheduled programs to br[oad]cast the White House statement and W[ar] Dept. communique. During the remainder [of] the evening commercial broadcasts were int[er]rupted—some canceled—while radio repor[ted] developments from both Washington a[nd] abroad. The trade journal failed, also, to m[en]tion that the broadcasts heard "a week la[ter] were not, in any sense, newscasts. Rather t[hey] were special events pickups from Africa.

We commend these facts to our newsp[aper] colleagues, along with Mr. Morris' arti[cle]. Both radio and newspapers have a definite [job] to do. Radio is doing its task.

We Pay Our Respects To —

EDWARD ROSCOE MURROW

"A MAN FITTED to his time and to his task, a student, a philosopher, at heart a poet of mankind and, therefore, a great reporter"—these were the words used by William S. Paley, CBS president, to describe Edward R. Murrow, CBS European chief, at the dinner in Murrow's honor on his return from Europe in December, 1941.

Elmer Davis, head of the OWI, when he was a CBS news analyst, paid Murrow this tribute in an introduction to Murrow's book, *This Is London:* "We who work with Murrow are keenly aware of his excellence as a reporter of pure news."

Archibald MacLeish, Librarian of Congress, at the Murrow dinner told Murrow, "Because you told them the truth and because you destroyed the superstition of distance and of time which makes the truth turn false you have earned the admiration of your countrymen."

All this must be deserved. It is. In the five years since Murrow became chief of the CBS European staff, stationed in London, his voice has entered into the homes and public places of the American people giving a picture of life in Great Britain during wartime that earned, and is earning, such high encomiums.

Tall, slim and dark, with an expression both keen and cultured, Murrow is perhaps the only foreign correspondent who could play a foreign correspondent in the movies and give the role all the glamour Hollywood wants. Though Murrow's looks are a bit on the ascetic side, this is misleading as he is famous for his conviviality and for his down-to-earth love of people. The almost poetic insight into the feelings of the war stricken English that his broadcasts often evince, is due to his spending every available moment, day and night, talking to the clerks, shopgirls, munitions workers, pub sitters, raid wardens and housewives all over the British Isles.

His acquaintance among the molders of Empire policy has become so great that he has been described as the best-informed American in London outside the American Embassy. The Murrow capacity for making friends has become almost legendary.

Twice bombs fell on Columbia's London offices as Murrow was broadcasting his famous *"This* is London." But he sticks to his post, for he is an almost uncontrollable daredevil. His New York superiors positively forbade him to take a cruise on a minesweeper, but he did it anyway and broadcast a description of his experiences. During the blitz on London, he spent night after night atop the roof of BBC's Broadcasting House practicing ad lib descriptions of the flaming raids. He wanted to broadcast an eyewitness account, but the censors refused for fear his words, heard in Berlin, might be shortwaved back to the high-flying Nazi planes. So he practiced descriptions which would give nothing away and finally won permission to make an ad lib broadcast.

Although Murrow is high in the esteem of the British people, many of whom have often expressed a wish that BBC had an "Ed Murrow" in America, his actions, typically American, sometimes astonish them. For instance, Paul White, CBS director of public affairs, tells of the time Murrow decided to buy a car. He window-shopped until he found a long, low-slung rakish model in a London salesroom. He simply walked in, and astonished the placid salesman by saying, "I want that car." The salesman protested that he'd be glad to arrange a demonstration, but, Murrow, in typical fashion, just kept repeating "I want that car"—until the awed Briton finally consented to sell it to him, untried!

Paul White also tells of Elmer Davis' return from England after staying with Murrow during part of the blitz; Davis reported that he had never fully understood the horrors of war until he had driven with Murrow!

Ed Murrow returned to the United States in November, 1941 for a vacation and then embarked on a lecture tour of the country, speaking before workers in war plants and gatherings from coast-to-coast. At the conlusion of his lecture tour last April, he returned to London and began broadcasting regularly once again.

Always generous, Murrow donated the fee for a recent Sunday night broadcast to the Community Chest of Greensboro, N. C., his home town. The National Com-

(*Continued on page 35*)

Personal NOTES

HUGH A. L. HALFF, president and general manager of WOAI, San Antonio, has been elected a member of the board of directors of the city's Chamber of Commerce for the current year.

EDWARD E. HALE, formerly merchandising representative of WLW, Cincinnati, at Fort Wayne, Ind., has been brought to Cincinnati as assistant to Miss B. Strawway, WLW director of merchandising.

ROBERT W. FRIEDHEIM, Eastern sales manager of NBC's Radio Recording Division, has been appointed business manager of the division, according to C. Lloyd Egner, NBC vice-president in charge. Friedheim, who has been acting business manager since May, 1942, joined the division in 1937 as a salesman. He had previously been at WBBM, Joplin, Mo.

CECIL HOLMAN, director of FM station K49KC in Kansas City, is now recuperating from bronchial pneumonia, and will shortly resume his duties at the station. During his illness programming and announcing was handled by Elizabeth Whitehead, assistant program director, and Karl Hoff, announcer.

EDWARD R. HITZ, assistant to Roy C. Witmer, NBC vice-president in charge of sales, has returned after an illness of seven weeks.

LT. LESTER W. LINDOW, former manager of WFBM, Indianapolis, now public relations officer at Camp Wolters, Tex., has been promoted to the rank of captain.

BOB SEAT, promotion manager of KXOK, St. Louis, has gone on active duty with the Army Air Forces, and has been assigned to Kelly Field, Tex. Dave Mars, promotion manager of the *St. Louis Star-Times*, will replace him.

FRANK SQUIRES, owner-manager of CJCS, Stratford, Ont., and former manager of CKWX, Vancouver, has been commissioned captain in the Canadian Army, and attached to the *Army Show* as press agent. He is a veteran of World War I, in which he served with the Royal Flying Corps.

CECIL SLY, secretary-treasurer of Universal Microphone Co., Inglewood, Cal., is in Washington, for a series of War Dept. conferences.

CLAYTON J. COSSE, formerly district sales representative of the Stanback Co. (headache powders), at Philadelphia, has been appointed assistant advertising manager of the Stanback Co., at Salisbury, N. C., where he will be assistant to Dr. T. M. Stanback.

KEMPER WILKINS has joined the staff of WOWO-WGL, Fort Wayne, as salesman.

JAMES N. CRANDALL, senior news editor of the Canadian Broadcasting Corp., Vancouver, has joined the Royal Canadian Air Force. He was formerly news editor of British United Press, and a war correspondent in England in 1940 for BUP. He is being replaced by Richard L. Elson, formerly with the Canadian Press, and a brother of Robert T. Elson, Washington correspondent for the Southam Canadian chain of newspapers.

JOHN MARTIN, for the last six months on loan to the Canadian Government as coordinator of government advertising and secretary to the Interdepartmental Publicity Committee at Ottawa, has resumed his former position as advertising manager of the Massey-Harris Co. Ltd., Toronto.

GERTRUDE LANZA, formerly of the NBC and CBS artists' bureau, and freelance promotion agent, has been appointed publicity director of the Yankee Network.

WILL THOMPSON Jr., general manager of KROY, Sacramento, Cal., has been commissioned an ensign in the Navy and is at the U of Arizona, Tucson. D. E. Lundy, formerly sales manager of KROY, has been made business manager, with Mrs. Royal Miller, as owner-manager, supervising operations.

BEATRICE COLONY, former stage actress, and a granddaughter of John Wilkes Booth, has joined the sales department of WKNE, Keene, N. H. David Carpenter, general manager of WKNE, became the father of a son born Jan. 12.

FRED MITCHELL, identified with public relations and theatrical work in New York, has joined the sales staff of National Concert & Artists Corp., New York, to handle package show sales.

MARION R. HARRIS, for 14 years with Don Lee Broadcasting System, Hollywood, has joined KMPC, Beverly Hills, Cal., as account executive.

W. CABELL GREET, CBS speech consultant, has completed a book, "War Words: Recommended Pronunciations", Columbia U Press will publish.

POWEL CROSLEY Jr., president of the Crosley Corp., Cincinnati, recently married Mrs. Longworth Wallingford, of Indiana.

Priaulx Heads WMCA

C. NICHOLAS PRIAULX, treasurer of WMCA, New York, has been appointed general manager of WMCA, New York, according to E. E. Anderson, station president. Mr. Priaulx joined WMCA two years ago as treasurer and will continue in this post. As general manager, he succeeds Donald S. Shaw, on leave of absence in the Government. Charles Stark has been named sales manager to vice-president in charge of sales.

Mrs. William J. Slocum

WIFE of William J. Slocum, director of baseball broadcasts for General Mills, and mother of William J. Slocum Jr., director of special events and sports for CBS, Mrs. Sallie Egan Slocum, died recently at her New York home following a long illness. Surviving also are three other sons, John F. Slocum, press representative of the New York Yankees; Sgt. Charles E., of the Army, and Francis E. Slocum.

XUM

BEHIND the MIKE

RICHARD HUBBELL, CBS television writer-producer-director and author of *4000 Years of Television* has joined March of Time Inc., New York, as a director.

RAY MACKNESS, formerly an announcer of CBR, Vancouver, is now a Pilot Officer in the Royal Canadian Air Force, stationed as radio representative at RCAF headquarters in London.

FRANK McGLOGAN, staff announcer of KSTP, St. Paul, has enlisted in the Army Air Forces.

ROBERT B. STONE, program production department of GE television station WRGB, Schenectady, has been promoted to program manager, replacing John G. T. Gilmour, who has entered the Army as a first lieutenant of the Signal Corps.

CHARLES BALTIN, assistant war activities director of WHOM, Jersey City, is the father of a boy.

ALAN FREED, formerly of WKST, New Castle, Pa., has joined the announcing staff of WIBG, Philadelphia, and Clare McClatchy has joined the program department.

ALVIN BRAMSTEDT has returned to the announcing staff of KFAR, Fairbanks, Alaska, after serving with KSFO-KWID, San Francisco.

BOB WILLIAMS, newscaster at KSFO, San Francisco, formerly with Grant Adv., Chicago, and announcer at WGN, Chicago, has joined the announcing staff of NBC.

CBS Script Shift

CBS' script department has been renamed the department of program writing and comes under the jurisdiction of Robert J. Landry, recently appointed director of program writing. Albert Perkins assumes the title of manager of writing staff and John C. Turner is script editor. Joseph Ruscoll, who has been writing "Our Town" sketches for *Camel Caravan* program, last week joined the department.

JACK WAGES, announcer-producer of KOY, Phoenix, has been inducted into the Army and assigned to Fort MacArthur, Cal.

CARLETON KADELL, Hollywood announcer, has been assigned to the weekly CBS *Ceiling Limited*, sponsored by Lockheed and Vega Aircraft firms.

J. CLINTON STANLEY, assistant production manager of the BLUE Chicago, has been commissioned lieutenant in the Navy and reported for active duty last week.

HERBERT CHITTICK, formerly of KUTA, Salt Lake City, and other Western stations, has joined the announcing staff of WFDF, Flint, Mich.

PAT FLAHERTY, announcer of WOAI, San Antonio, has been assigned to handle the announcing and m.c. duties for the Golden Gloves tournament on Jan. 27, 28 and 29.

HOOPER WHITE, continuity editor of WKZO, Kalamazoo, became the father of a girl born Jan. 14.

KATHERINE FOX, coordinator of war activities and director of public service of WLW-WSAI, Cincinnati, has been asked to serve as chairman of Women's Radio Activities for the State of Ohio, by the Treasury Dept.

PVT. TONY AINSLEY of the Seaforth Highlanders, has been placed on detached service to the Canadian Broadcasting Corp. from the Canadian Army, and is currently at CBR, Vancouver, from where he goes next month to CFPR, Prince Rupert, B. C., now leased and operated for the duration by the CBC. Ainsley wears army battle-dress on the job, and came to CBR direct from London where he had been detached with the BBC as announcer and producer. He joined in Vancouver in September, 1939, spent nearly three years overseas as dispatch rider, physical training and Bren gun instructor and, recently, with the BBC. Originally from New York, he has been broadcasting in New York, Chicago and San Francisco for the past 15 years.

MERLE SNIDER, program director of KOH, Reno, Nev., is the father of a son born Jan. 16.

CONGRATULATIONS are extended to Ward Wilcox, account executive of KTSA, San Antonio (right) by Sgt. A. Ambrose, Marine Recruiting Officer, San Antonio, on the occasion of his acceptance for Marine Corps officer candidate school. Manager George Johnson, of KTSA, watches.

MORTON G. BASSETT, timebuyer of Morse International, New York, has entered the armed forces. He has been replaced at Morse by Betty Barrett, assistant timebuyer for several years.

PVT. DAVE SCOFIELD of the Army, formerly announcer of KFRC, San Francisco, has been assigned the announcing role in the new program *Flying High* which originates at the Army Air Forces Training Center at Minter Field.

FRANK MERRILL, formerly commissioner of radio at the U of California, has joined the announcing staff of KROW, Oakland, Cal.

FLETCHER MARKLE, script writer at Canadian Broadcasting Corp. Vancouver studios is now in the Royal Canadian Air Force.

SGT. DORWIN BAIRD, assistant publicity director for radio in the Canadian Army, has been promoted to lieutenant.

KATHIE ADDISON, dancer, formerly with the San Francisco Opera Ballet, recently joined KFRC, San Francisco, as receptionist.

KENT PATERSON, formerly in the merchandising department of General Foods Corp., New York, and a graduate of Stanford U and Harvard Business School, has been added to the Detroit sales staff of BLUE. George Schreier, formerly sports commentator of WAAT, Jersey City, has been named night publicity manager of BLUE.

WILLIAM THOMAS HAMILTON has resigned from the sales division of WOR, New York, to become an advertising solicitor for *Puck, The Comic Weekly*. Prior to joining WOR, Hamilton was with WNEW, New York, and *Tide Magazine*.

FORT PEARSON, announcer at NBC Chicago, is the father of a boy born Jan. 15.

DAVE GARROWAY, staff announcer of NBC Chicago, has been commissioned an ensign in the Navy. He will report Feb. 1 at Harvard U for his indoctrination period.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!

THERE'S NOT ANOTHER LIKE IT!

WEAF 50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by: WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco and Hollywood

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Branham Co.

MARTIN BLOCK, m.c. of *The Make Believe Ballroom* on WNEW, New York, and announcer for two of the network Lucky Strike programs, has been appointed chairman of the entertainment committee of the President's Birthday Ball Celebration.

JIM KANE of the CBS press department in Chicago has been transferred to the network's New York publicity department, under the direction of George Crandall, CBS publicity director. He will be succeeded in Chicago by Sheppard Chartoc, formerly with Tom Fizdale publicity firm in N. Y.

WILBUR WELSH, formerly with NBC, where he served in the traffic, program and central booking offices for seven years, last week joined the sales service dept. of Mutual.

JOE KING, announcer of WJSV, Washington, has joined the New York announcing staff of CBS. His assignments include sports and special events. A member of the network's photo department, Aloysius (Chris) Christie, joins the Army Jan. 26.

R. C. ATHERTON, former production writer of WTAD, Quincy, Ill., has joined KSAL, Salina, Kan., as program director.

AL NEWKIRK, news editor and publicity director of WICA, Ashtabula, O., is the father of a girl born recently.

DICK MINER and Jack Stranahan, announcers of WICA, Ashtabula, O., inducted into the Army Jan. 12, have been replaced by Eleanor Mirabell and Patricia Heasman.

LT. ROBERT L. BURGER, former program director of WCAX, Burlington, Vt., has been appointed public relations officer of the Army Air Base, Greenville, S. C. Zeb Lee, former announcer of WPTF, Raleigh, N. C. also assigned to that public relations office, announces the daily *Yawn Patrol* program.

ROBERT W. PRIGGE, new to radio, has joined the sales department of WSAI, Cincinnati.

LEW KENT, former station announcer, has been appointed director of WMAZ, Macon, Ga., replacing Allie Williams.

DRESSER DAHLSTEAD, chief announcer of BLUE Hollywood, has been inducted into the Army. His place has been taken by Victor Perrin. Recent additions to the staff include Reed Browning, transferred from KGO, San Francisco, and Ralph Rogers, formerly of KGW-KEX, Portland.

LINDSAY MACHARRIE, chief of the radio section of the American Red Cross in London, writes and narrates the weekly *Red Cross Reporter*, heard on CBS Saturday from London.

LEON GUTTERMAN, publicity director of KFWB, Hollywood, has recovered from injuries received when he was hit by an auto.

BILL PENNELL, CBS staff announcer, has resigned to become announcer for the new Westinghouse program aired Sunday afternoons on the full NBC network.

BILL WINSETT, special events announcer of WTJS, Jackson, Tenn., has been inducted into the Army. Leslie Brooks, program director, has been commissioned ensign in the Navy.

GLADYS HODGE, for the last ten years a commentator of CJOR, Vancouver, recently was married to Archibald Sturrock, Victoria, B. C.

BENEDICT HARDMAN, news editor of KOB, Albuquerque, recently married Murel Watson of Minneapolis, Minn.

DOROTHY McCUNE, women's activity director of KVOO, Tulsa, is leaving to join her husband, a lieutenant of the Army Air Forces, in California.

Fred Thomas to WCKY

FRED R. THOMAS, for eight years newswriter and night news editor of WLW-WSAI, Cincinnati, on Jan. 18 joined WCKY, Cincinnati, as news editor. One of the first writers in the Crosley newsroom when it was created in 1935, Thomas had written the 11 p.m. news copy for several years. He wrote Paul Sullivan's copy until Sullivan left WLW in 1939 and subsequently wrote for Peter Grant, Jay Sims and Arthur Reilly, who have done the 11 p.m. news.

JIM VAN KUREN, announcer of CKLW, Windsor-Detroit, married Catherine Bolton, Windsor, Ont., Jan. 23.

JACK MALLOY has joined the announcing staff of WOWO-WGL, Fort Wayne.

MARCUS BARTLETT, production manager of WSB, Atlanta, has entered the Navy as a lieutenant (j.g.) and after indoctrination training at Tucson, Ariz., will be assigned Navy public relations work at Charleston, S. C.

ENS. WM. B. MURPHY, production manager of KWIL, Albany, Ore., has been ordered to active duty at Chicago, and will be succeeded by Bob Reinholdt.

WALT DENNIS, sales promotion manager of KVOO, Tulsa, has been named to chairmanship of the President's Birthday, the American Legion War Bond, and Tulsa Press Club War Committees.

GLADYS CRANDALL, of Milton, Mass., new to radio, has joined the service department of WEEI, Boston, succeeding Dorothy Barbera, who recently joined the WAVES.

ROBERT DeLANEY, new to radio, has joined the announcing staff of WFBL, Syracuse, replacing Charles Batters who left to join the staff of WRC, Washington.

WALTER BUNKER Jr., production manager of NBC's western division, has resigned to become producer of the Jack Benny show for Young & Rubicam, agency placing the NBC show for General Foods Corp. He succeeds Robert L. Welch, who left last week to join the Army.

BOB HAWK, quizmaster of the CBS *Thanks to the Yanks* program, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, for Camels, on Feb. 23 will become guest editor of the quiz feature in *Look Magazine*.

THOMAS M. BELVISO, manager of the Music Library Division of NBC, on Jan. 24 was awarded the honorary degree of Doctor of Music at the first mid-year commencement of Bethany College, Bethany, W. Va.

SEND FOR THIS BOOK TODAY!

You'll want it for Facts on the big Iowa market

Here's a survey conducted by Dr. F. L. Whan, Univ. of Wichita, covering 9,218 Iowa families in all 99 counties, fifth in a series of annual studies of the Iowa radio audience. New facts and figures revealed on this billion-dollar market! Tells virtually everything about Iowa listeners. Every executive needs it. Write for your free copy. But hurry!

Address Dept. R5,

CENTRAL BROADCASTING CO.

Des Moines, Iowa

NORTH CAROLINA is the SOUTH'S No. 1 INDUSTRIAL STATE

VALUE of MANUFACTURED PRODUCTS

NORTH CAROLINA $1420.6 (MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES $536.5 (MILLIONS)

Source: — Census of Manufactures, 1939

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

DON'T SHOOT THE WORKS ON CHANCE (Ky.)!

Word of honor, fellers—Chance (Ky.) is a real town. But the odds are against your doing much business in Chance, or Bet, or any of the other small towns in this State. Y'see, the Louisville Trading Area, alone, has 57.5% of Kentucky's total buying power —which makes it your one best bet for sales possibilities! . . . And speaking of good propositions, don't forget that WAVE gives you complete coverage of the Louisville Area *at lowest cost!* Want the proof?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

Agencies

FRANK WALSH has resigned as copy chief of Nelson Chesman Co., Chattanooga, Tenn., to become assistant advertising manager of the Chattanooga Medicine Co. Nelson Chesman will continue to handle the medicine company account, with Henry Tritschler, agency president, and John Fontaine, vice-president, acting as media director and account executive, respectively.

WALTER KANE Agency, Los Angeles, Cal., talent service, has been renamed the Kane-Armstrong Agency. Sam Armstrong now is a partner with Walter Kane.

DIANA CARLSON, script assistant of Dick Mack, producer of McKee & Albright, on the weekly NBC *Rudy Vallee Show*, has joined the WAACs and reports within six weeks.

DONALD A. BREYER, vice-president of Hillman-Shane-Breyer, Los Angeles agency, is the father of a girl born Jan. 10.

M. L. GOWANS, formerly account executive of The McCarty Co., Los Angeles, has joined Darwin H. Clark Adv., that city.

BERNICE E. NEWMARK, for the past six months in the copy department of Director & Lane, New York, and previously copy writer for Halpern Adv., New York, has been named copy chief of Director & Lane, replacing Edward Lane, who has left the agency. Samuel Howitt, freelance scripter, has joined the copy department to handle radio continuity.

JAMES T. GALLAGHER, formerly of Gallagher & Muir and Young & Dutton, has joined the copy staff of Gray & Rogers, Philadelphia.

GEORGE McGARRETT of the radio department of Young & Rubicam, New York, has been named program supervisor of that division of the agency, succeeding Harry Ackerman, who has been promoted to production chief.

JOHN M. FARRELL, account executive of of Santa Fe Trailways Bus System, has moved with the account from Ferry-Hanly Adv., Chicago, to Calkins & Holden, Chicago.

CALVIN WOOD, formerly Southwestern manager of Miller-Freeman Publications, Los Angeles, has been appointed copywriter and media director of Buchanan & Co., that city. He succeeds Margaret McDermott, resigned.

AUSTIN PETERSON, formerly radio supervisor of Young & Rubicam, Hollywood, who has been civilian liaison between OWI and radio section of the Army Special Services Division, has been commissioned a captain and assigned to the latter organization.

GLENHALL TAYLOR, manager of Young & Rubicam, Hollywood, is in New York for conferences with home office executives.

JAMES S. MacVICKER, assistant account executive of Ruthrauff & Ryan, New York, has been commissioned an ensign in the aviation division of the Navy.

ROBERT BUECHNER, formerly of Free & Peters, Chicago, station representatives, has joined N. W. Ayer & Son, New York, as account executive.

ARTHUR KUDNER, president of Arthur Kudner Inc., New York, is in England as a member of the W. Averell Harriman mission.

JAMES G. ROGERS Jr., vice-president and general manager of Benton & Bowles, New York, left the agency last week on indefinite leave to serve as an assistant to Gardner Cowles Jr., Director of Domestic Operations of the Office of War Information in Washington.

Advertising by Government Is Favored But Payment Angle Draws Controversy

FIVE businessmen agree that the Government should advertise, but disagree sharply as to whether the Government should pay for it, according to a symposium in the current issue of *Public Opinion Quarterly*.

Supporting the view that the Government should not buy advertising are Chester J. La Roche, chairman of the Advertising Council and chairman of the board of Young & Rubicam, New York advertising firm; Arthur Price, mail order sales manager of Sears, Roebuck & Co.; and Ralph Coghlan, editorial page editor of the *St. Louis Post-Dispatch*. Opposite view is taken by Arthur T. Robb, editor of *Editor & Publisher*, and Leonard Dreyfuss, president of United Ad Corp., New York.

Mr. Price insists that present experience in Canada and England does not support the belief that improved results follow when Government advertising is paid for. He further asserts that under our present system there is no apparent lack of advertising sufficient for the Government's purposes, and calls attention to the danger to the media inherent in the spending of vast sums for Government advertising.

Strongest protester against such a paid program is Mr. Coghlan, who points to the subsidized press of France as the horrible example of lost freedom of expression under a system where a media accepts "important and continuing funds" from the State, and warns against that danger here.

Basing his opinion on a different viewpoint, Mr. La Roche believes that the Government should not pay for advertising until it has used available facilities more completely and has analyzed the total effect more fully.

Paid campaigns such as that for Army recruiting and others, he reminds, drew heavy contributions from local advertisers, and he suggests that more use be made of radio sustaining time, newspaper prominent public figures for "exploitation purposes" and the possibility of distributing information through the house-to-house organization being set up by the OCD. Concerning freedom of the press, he believes that the press, with public support, can take care of itself. Future prospects are encouraging, he feels, because of the demonstrated willingness of the various advertising media to help as well as advertisers who may have no goods to sell, but have brand names and good will to keep alive.

Mr. Robb, noting that the Army and Navy and their subordinate branches have employed paid campaigns, concludes that the matter of Government advertising involves only a question of why, what and how.

With a realistic approach, advertising can be applied to the Government plans and programs he concludes, and should be carried out in the same manner as by any successful business firm. With a strictly business attitude toward the task, there would be no question of a subsidy which might be used to influence editorial expression, thinks Mr. Robb.

The Guiding LIGHT

In business it is intelligence that guides safely through clouded situations

intelligent WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

49 NBC TOP COMMERCIALS

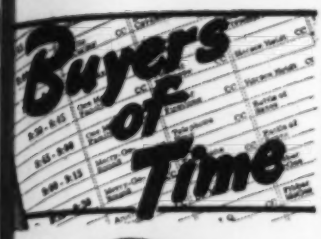
Guarantee Audience

KSEI

POCATELLO, IDAHO

National Representatives

The Walker Co.
Homer Griffith Co.



HOWARD GROVER GARDNER

NEW to the timebuying field but experienced in network and spot radio, Howard Grover Gardner, who recently joined Pedlar & Ryan, New York, has enjoyed a wide assignment of jobs.

During his college days at Colgate, he ran a shooting gallery, managed a miniature golf course and was messboy aboard a tramp freighter to Belgium. He was graduated in 1934 with a B.A. degree.

For the next three years young Gardner was on the auditing staff of Prudential Life Ins. Co., New York. In June, 1937, he joined NBC as page boy and six months later was transferred to the research department, where he delved into radio statistics.

In 1939 Mr. Gardner moved into the newly-created circulation department under Jack Greene, where he assisted in NBC's all-county survey studies. His colleagues included Mort Bassett, now timebuyer for Morse International, and Jerry Vernon, now BLUE research manager, Chicago.

Early in 1942 Mr. Gardner left NBC to join the sales staff of John H. Perry Associates, selling both newspaper space and radio time. When Tom Carson left Pedlar & Ryan last fall as timebuyer to join the Armed forces, Mr. Gardner was named Mr. Carson's successor.

With Bill Steers, director of media, Mr. Gardner handles both network and spot radio buying, including such network shows as Lady Esther's *Screen Guild* (115 CBS stations), Bristol-Myers programs with Dinah Shore (119 BLUE stations) and *Mr. District Attorney* (127 NBC stations), plus Procter & Gamble's *Pepper Young's Family*.

Born in East Orange, N. J., Nov. 20, 1912, Mr. Gardner married Elma Grover in 1941. His hobbies include golf, football and furniture refinishing.

Edward R. Murrow

(Continued from page 31)

munity Chest had asked for a plug on Murrow's program and this was his answer.

Immediately following his graduation from Washington State College in 1930, Murrow became president of the National Student Federation. He visited some 300 American colleges and universities and travelled extensively in Europe in the two years he was with the Federation, organizing a special student travel bureau and arranging for the first international debates between American and European universities. In 1932 he joined the Institute of International Education as assistant director. He left the foundation to join CBS.

He was born April 25, 1905, in Greensboro, moving to Washington State with his family in 1920. He attended Stanford, the U of Washington and Washington State College, earning an A.B. and an M.A. with honors. He majored in political science, speech and international relations. In 1935 he married Janet Brewster, of Connecticut, who is now with him in England.

Since his appointment as CBS European chief in 1937, Murrow's reporting has brought him much praise and many prizes. He was selected for the Overseas Press Club's first award for best foreign news coverage; his book *This Is London*, was a best seller; Kappa Sigma, his college fraternity voted him "Man-of-Year" in 1941. *London After Dark*, which he produced for CBS, won first award of the Fifth American Exhibition of Recordings of Educational Programs for European News held by the Ohio State's Institute for Education by Radio in 1941. And the recent, highly successful CBS series from London with Norman Corwin, *An American in England*, was produced by Ed Murrow.

WDRC

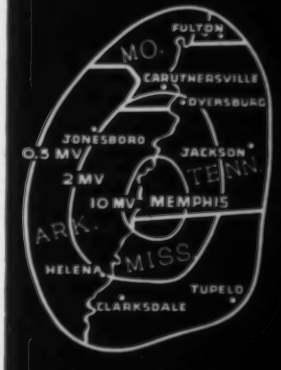
CONNECTICUT'S PIONEER BROADCASTER

$16,050,000

That's Sales Management's estimate of Hartford's retail sales next month . . . 26.3% ahead of 1942's record February. It's an upward swing that keeps pace with the ever-increasing preference for WDRC. Basic CBS for Connecticut.

CBS

WHAT EVERY RADIO ADVERTISER SHOULD KNOW!



Coverage and listening area data *

WMC-MEMPHIS
SIGNAL CONTOURS
5KW DAY - 790KC
MEASUREMENTS MADE
BY
McNARY & CHAMBERS

* Radio Station WMC, broadcasting over a frequency of 790 kilocycles, with a day and night power of 5,000 watts, gives a strong signal to 379,810 radio homes in its primary daytime listening area, covering a total of 3,052,647 people, in which there are 9 cities of more than 10,000 population, 55 cities with a population of 2,000 or more.

WMC

MEMPHIS, TENN.

THE "BOY-WAY" HIGHWAY OF THE MID-SOUTH

Member of

5,000 WATTS DAY AND NIGHT
REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
OWNED AND OPERATED BY
THE COMMERCIAL APPEAL

XUM

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap and ointment), *ta*, 1 year, thru Atherton & Currier, New York.

Meadow Gold Dairies, Pittsburgh, *sp*, 1 year, thru Walker & Downing, Pittsburgh.

McKesson & Robbins, Bridgeport (Bexel vitamin B), *ne*, 3 months, thru J. D. Tarcher & Co., N. Y.

O'Cedar Corp., Chicago (polishes, mops), *sa*, 3 months, thru Aubrey, Moore & Wallace, Chicago.

Pittsburgh Brewing Co., Pittsburgh, 6 *sp* weekly, 1 year, thru Smith, Taylor & Jenkins, Pittsburgh.

Dairy Assn. Co., Lyndonville, Vt. (Kow Kare), *sa*, 3 months, thru Hays Adv. Agency, Burlington.

Skinner Mfg. Co., Omaha (raisin bran cereal), *ta*, 1 year, direct.

Barbasol Co., Indianapolis (shaving cream), *sa*, 3 months, thru Erwin, Wasey & Co., N. Y.

Plough Inc., Memphis (St. Joseph aspirin), *sa*, *t*, 5 weekly, 4 months, thru Lake-Spiro-Shurman, Memphis.

Procter & Gamble, Cincinnati (Duz) *sa*, 1 year, thru Compton Adv., N. Y.

Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), *sa*, 3 months, thru Rogers & Smith, Chicago.

Pan American Coffee Bureau, New York, 5 *sa* weekly, 3 months, thru J. M. Mathes Inc., N. Y.

Pure Food Co., Mamaroneck, N. Y. (Herb Ox bouillon cubes) *sa*, 3 months, thru J. M. Mathes Inc., N. Y.

Duquesne Brewing Co., Pittsburgh, *sp*, 1 year, thru Walker & Downing, Pittsburgh.

Rumford Chemical Works, Rumford, R. I. (baking powder), *sa*, 3 months, thru H. B. Humphrey Co., Boston.

Hulman & Co., Terre Haute, Ind. (baking powder), *sa*, 1 year, thru Pollyea Adv., Terre Haute.

International Salt Co., Scranton, *sa*, 6 months, thru J. M. Mathes Inc., N. Y.

E. L. Knowles Inc., Springfield, Mass. (Rub-ine), *ta*, 6 months, thru Chas. W. Hoyt Co., N. Y.

Bristol Myers Co., New York (Minit Rub), *ne*, 1 year thru Young & Rubicam, N. Y.

Benrus Watch Co., New York, *sa*, 1 year, thru J. D. Tarcher & Co., N. Y.

Grove Labs., St. Louis (vitamins), 3 *sp* weekly, thru Russel M. Seeds Co., Chicago.

WFIL, Philadelphia

American Chicle Co., Long Island City, N. Y. (Chiclets), 60 *ta* and *sa* weekly, 52 weeks, thru Badger, Browning & Hersey, N. Y.

Christian Voices, Philadelphia (religious), 6 *sp* weekly, 52 weeks, thru Cox & Tanz, Philadelphia.

Abbotts Dairies, Inc., Philadelphia, 8 *sa* and 5 *sp* weekly, 52 weeks, thru Richard A. Foley Adv. Agency, Philadelphia.

Carter Products, Inc., New York (Arrid), 2 *sa* weekly, 52 weeks, thru Small & Seiffer, N. Y.

National Biscuit Co., New York (Premium crackers), 12 *sa* weekly, 26 weeks, thru McCann-Erickson, N. Y.

Thos. Leeming & Co., Inc., New York (Baume Bengue), 3 *sa* weekly, 8 weeks, thru William Esty & Co., N. Y.

WEVD, New York

Grocery Store Products Co., New York, (cream of rice), 5 *ne* weekly, 13 weeks, thru Joseph Jacobs Jewish Market Adv., N. Y.

WGY, Schenectady

International Salt Co., Scranton, Pa., 2 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.

Longines-Wittnauer Watch Co., New York, weekly *sp*, 26 weeks, thru Arthur Rosenberg Co., N. Y.

Studebaker Corp., South Bend, 12 *ne*, thru Roche, Williams & Cunnyngham, Chicago.

McKesson & Robbins, Bridgeport (Calox), 3 *sa* weekly, 7 weeks, thru J. D. Tarcher & Co., N. Y.

Procter & Gamble, Cincinnati (Duz), 3 *sa* weekly, 1 year, thru Compton Adv., N. Y.

Beech-Nut Packing Co., Canajoharie, N. Y. (gum), 2 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.

Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (peanuts), 6 *sp* weekly, 1 year, thru Goodkind, Joice & Morgan, Chicago.

Johnson & Johnson, New Brunswick (toothbrush), 261 *sa*, thru Ferry-Hanly Co., N. Y.

Lever Bros., Cambridge, Mass. (Vimms), weekly *sa*, 3 months, thru BBDO, N. Y.

Lever Bros., Cambridge, Mass. (Rinso), 11 *ta* weekly, 8 weeks, thru Ruthrauff & Ryan, N. Y.

Lever Bros., Cambridge, Mass. (Swan), 6 *sa* weekly, 3 months, thru Young & Rubicam, N. Y.

American Chicle Co., Long Island City (Chiclets), 3 *sp* weekly, 6 months, thru Badger Browning & Hersey, N. Y.

Caruso & Rinella, Schenectady (Bluebird citrus fruits), 15 *sa* thru Robert C. Russell, Schenectady.

KTFI, Twin Falls, Ida.

Faultless Starch Co., Kansas City, 3 *ta* daily, thru Ferry-Hanly Co., Kansas City.

Carter Products Inc., New York (Little Liver Pills), 3 *ta* weekly, thru Ted Bates, N. Y.

Manhattan Soap Co., New York (Sweetheart soap), 4 *ta* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Gospel Broadcasting Co., Los Angeles (religious), weekly *t*, thru R. H. Alber Co., Los Angeles.

Sego Milk Products Co., Salt Lake City, 2 *t* weekly, thru Gillham Adv. Agency, Salt Lake City.

Bulova Watch Co., New York, 7 *t* weekly, thru Biow Co., N. Y.

Voice of Prophecy Inc., Chicago (religious), weekly *t*, thru Geo. C. Hoskin & Assoc., Chicago.

WBBM, Chicago

Fitzpatrick Bros., Chicago (cleanser), 6 *sa* weekly, 13 weeks, thru Arthur Meyerhoff & Co., Chicago.

Nehi Inc., Columbus, Ga. (Royal Crown cola), 6 *sa* weekly, 52 weeks, thru BBDO, N. Y.

Consolidated Royal Chemical Corp., Chicago (Velure, Zymole), 6 *sa* weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.

Murphy Products Co., Burlington, Wis. (feeds) 3 *sa* weekly, 13 weeks, thru Wade Adv. Agency, Chicago.

Fashion Frocks, Cincinnati (dresses) 6 *sa* weekly, 4 weeks, thru Franklin Bruck Adv. Corp., New York.

American Poultry Journal, Chicago (magazine) 3 *sp* weekly, 13 weeks, thru Shaffer-Brennan-Margulis, St. Louis.

Cudahy Packing Co., Chicago (Old Dutch Cleanser) 42 *sa* weekly, 8 weeks, thru Grant Adv., Chicago.

Kerr Glass Co., Los Angeles (bottles) 5 *sa* weekly, 8 weeks, thru Raymond Morgan Co., Hollywood, Cal.

Johnson & Johnson, New Brunswick, N. J. (Tek toothbrush), 6 *sa* weekly, 52 weeks thru Ferry-Hanly Co., New York.

First Federal Savings & Loan Assn., Chicago, 3 *sp* weekly, 52 weeks, thru Jewell F. Stevens, Chicago.

WMAQ, Chicago

Rit Products Corp., Chicago (dyes), 20 *ta* weekly, 23 weeks, thru Earle Ludgin & Co., Chicago.

Colgate-Palmolive-Peet Co., Jersey City (Super Suds) 60 *ta* weekly, 52 weeks, thru Wm. Esty, New York.

Marlin Firearms Co., New Haven (razor blades), 39 *ta*, 13 weeks, thru Craven & Hedrick, New York.

Curtis Publishing Co., Philadelphia (*Saturday Evening Post*) 8 *sa*, 1 week, thru BBDO, New York.

WINS, New York

Alkine Co., New Brunswick, N. J. (Flemolyn), 6 *sa* weekly, 13 weeks, thru Jackson Adv., New Brunswick, N. J.

Colgate-Palmolive-Peet Co., Jersey City, (Super Suds), 780 *ta*, 39 weeks, thru Ted Bates Inc., New York.

Block Drug Co., Jersey City, N. J. (Gold Medal capsules), 6 *sa* weekly, thru J. Walter Thompson Co., N. Y.

Jacob Ruppert Brewery, New York, 6 *ne*, 24 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

Hooper Ratings Show Bob Hope Holds Lead

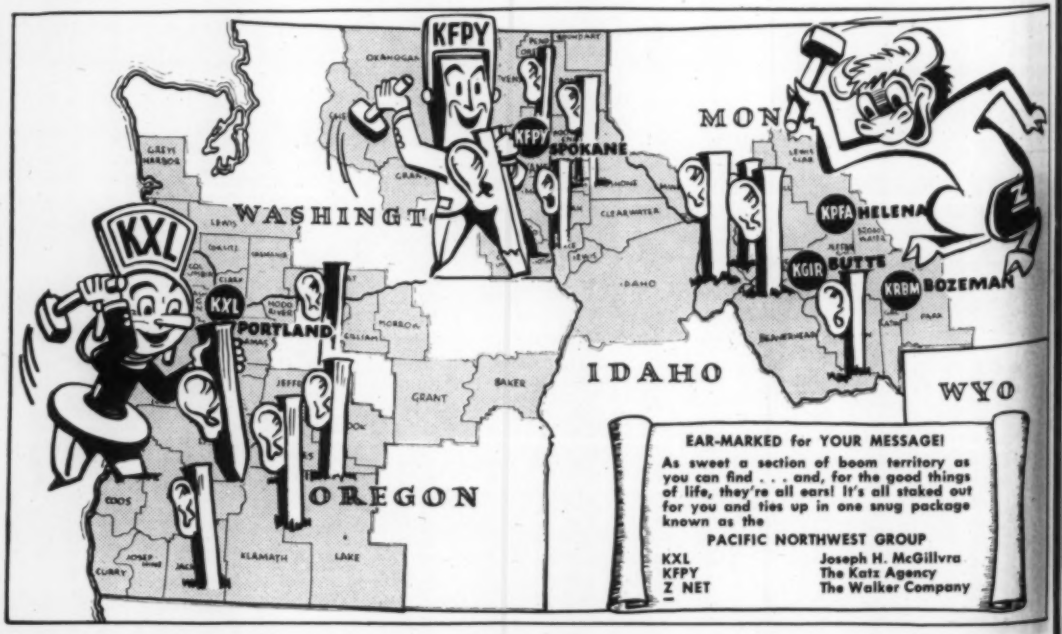
BOB HOPE continues to lead in the C. E. Hooper National Program Ratings for the "First 15". In the Jan. 15 report he held top place, followed by Charlie McCarthy, Fibber McGee & Molly, and Jack Benny. Bob Burns, who has moved to a spot where he is relieved of Eddie Cantor's competition, appears on the list for the first time, in 15th place. Programs following the first four, are: Aldrich Family, Mr. District Attorney, Frank Morgan-Fanny Brice, Abbott & Costello, Radio Theatre, Rudy Vallee, Music Hall, Kay Kyser, Eddie Cantor, Take It or Leave It, Bob Burns.

Red Skelton leads with 40.3, his all-time high, among programs broadcast after 10:30 p.m. (EWT). The Set-in-Use index stands at 34.2, 3.2 below the after-Pearl-Harbor all-time high of the corresponding period a year ago. Average rating is 12.4, the same as that reported a year ago, and the highest average rating in Hooper records since 1940, when Hitler invaded Norway.

Red Cross Canada Drive

A CAMPAIGN for funds by the Canadian Red Cross starts early in March in conjunction with a similiar drive by the American Red Cross. Plans for the utilization of radio in the campaign includes network programs on the Canadian Broadcasting Corp. network and paid spot announcements before and during the campaign on all Canadian stations. Glenn Bannerman, president and general manager of the Canadian Assn. of Broadcasters is chairman of the radio committee for the Red Cross, with George Taggart of the CBC and Jack Slatter of Radio Representatives Ltd., all of Toronto, on the committee. Paid advertising is placed through a group of four agencies, J. J. Gibbons Ltd., Toronto; Russell T. Kelley Ltd., Hamilton, Ont.; Cockfield, Brown & Co., Toronto; A. McKim Ltd., Toronto (handling radio).

PIONEER HIBRED CORN Co., Princeton, Ill., (seed corn) is sponsoring news commentator Julian Bentley in a quarter-hour program three times a week, on WLS, Chicago. Agency is R. J. Potts-Calkins & Holden, Kansas City.



Radio Advertisers

FREIHOFER BAKING Co., Philadelphia, has started a test spot campaign on WFIL, Philadelphia, which uses 18 live spot announcements scheduled for 13 weeks, a total of 234 spots. It is planned to extend the campaign to additional stations in the Philadelphia market. Agency is Richard A. Foley Adv. Agency, Philadelphia.

ALBERT BROWN, advertising director of Best Foods Inc., New York (BROADCASTING, Jan. 18), has named J. L. Callahan, to be assistant in charge of sales promotion, production, trade and specialized advertising of all products of the company. George R. Hummert takes charge of consumer media, kitchens, offers, recipe developments and copy detail. Carl Helm remains in charge of public relations for Best Foods.

ABBOTTS DAIRIES, Philadelphia, has started a campaign on three Philadelphia stations. A series of announcements has been placed on WFIL, KYW and WCAU and, depending upon wartime conditions, will continue 52 weeks, along with a commentary program. Agency is Richard A. Foley Adv. Agency, Philadelphia.

SERUTAN Co., Jersey City, on Jan. 4 started for 52 weeks, *Journal of Living*, transcribed on two Don Lee California stations (KHJ KFRC), Monday through Friday, 8:45-9 a.m. (PWT). Agency is Raymond Spector Co., N. Y.

ALTA WINERY, Dinuba, Cal. (St. Charles wine), on Jan. 18 started sponsoring the nightly quarter-hour *Sports Page* with Sam Balter on KMPC, Beverly Hills, Cal., at 6 p.m. with a repeat broadcast at 10 p.m. directed to defense industry workers. Contract is for 13 weeks. Agency is Barton A. Stebbins Adv., Los Angeles.

SEARS, ROEBUCK & Co., Los Angeles, supplementing its regular spot announcement campaign on Southern California stations, on Jan. 12 started sponsoring a thrice-weekly quarter-hour program, Nelson Pringle, news analyst on KNX, Hollywood. Contract is for 13 weeks. Agency is the Mayers Co., Los Angeles.

TO PROMOTE the Broadway play, "Dark Eyes", Harris Theatrical Enterprises, New York, last week started sponsorship of a five-weekly news period on WEAF, New York, from midnight to 12:05 a.m.; three station breaks weekly on WOR, New York, and WQXR, New York. No time limit has been placed on the campaign. Pioneer Adv. Corp., New York, is agency.

STERLING DRUG Inc. directors last week elected six new vice-presidents of the company, which in December absorbed 16 subsidiaries to simplify the corporate structure. Vice-presidents and their divisions are: Joseph D. Bohan, Centaur Division, Rahway, N. J.; Maxwell R. Hott, Dr. W. B. Caldwell Division, Monticello, Ill.; James N. Cooke, Cummer Products Division, Bedford, Ohio; Alfred J. Burns and Robert R. Harsell, Charles H. Phillips Division, New York; David H. Williams, R. L. Watkins Division, Lowell, Mass.

BEKINS VAN & STORAGE Co., Los Angeles, in early January increased its daily spot announcement schedule to include KLZ KOIN KIRO KHQ as well as KNX and KQW. Firm also started sponsoring the BLUE commentary *Baukhage Talking* on KFSD, San Diego. Bekins also sponsors the thrice-weekly quarter-hour program of Harry W. Flannery, news analyst, on 5 CBS California stations (KNX KQW KARM KROY KGDM), Monday, Wednesday, Friday, 5:30-5:45 p.m. (PWT). Brooks Adv. Agency, Los Angeles, has the account.

FULTON LEWIS Jr., Washington news commentator, Feb. 15 begins his third year of broadcasts over KSAL, Salina, Kan., without a single sustaining broadcast. On Feb. 15 Western Star Milling Co., maker of Kansas Star Flour, takes over sponsorship of Mr. Lewis, who was sponsored by Franklin Life Ins. Co., Springfield, Ill., for the past year.

CONTI PRODUCTS Corp., New York (shampoo), on Jan. 24 started for 13 weeks a transcribed version of *Alfredo Antonino Concert*, on two Don Lee California stations (KFRC KHJ), Thursday, 7:30-8 p.m. (PWT). Agency is Bermingham, Castleman & Pierce, N. Y.

EMPIRE GOLD & Diamond Buying Service, New York, is conducting a campaign on five New York stations, using 35 to 70 announcements weekly, for a 52-week period ending October, 1943. Agency is Carl Calman Inc., New York.

BEST YEAST Co., Toronto (Hi-Do yeast), on Jan. 25 started daily transcribed flash announcements on 26 eastern Canadian stations. Agency is Tandy Adv. Agency, Toronto.

W. & J. SLOANE, Beverly Hills, Cal. (chain home furnishings), placing direct, on Feb. 1 starts sponsoring a daily early morning quarter-hour newscast on KMPC, that city. Contract is for 13 weeks.

GOLDEN AGE Corp., Los Angeles (macaroni), after several weeks layoff, on Jan. 17 resumed four time signal announcements daily on KECA, that city. Agency is Brisacher, Davis & Staff, Los Angeles.

PRESS GALLERIES FOR RADIO NEWSMEN ★ AIR
MAIL CONTRACT ... FIVE TONS
OF KEYS ... TAGE
FARM ... IC
ARMY PE ... E
WAR DEPA ... ION
DESTR ... TIONING
FUEL ... INOCULARS FOR THE NAVY
REVE ... CTIC ... ER PRODUCTION
... ED DEMANDED

5 YEARS of Outstanding Accomplishment

FULTON LEWIS, JR.
America's most famous news name
Now on 180 Mutual Stations nightly

Five years ago Fulton Lewis, jr., stepped from his role as a Washington newspaper correspondent to the microphone at WOL. In a few months he was featured on the Mutual Network, and in a few years he has "upset more political applecarts" and made *more* "news scoops" than any other radio personality! Congratulations to you, Fulton Lewis, jr., for a good job well done . . . not only from your millions of listeners . . . but from your many sponsors for whom you have brought extraordinary results.

Fulton Lewis, jr., is still available for sponsorship in a few "open" cities at the *one time quarter hour rate per week!* Phone, wire, or write at once for full details to . . . WM. B. DOLPH, WOL, WASH., D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

IT PAYS TO ADVERTISE ON THE SPOT
. . . with SPOTS!

JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

ELECTROLUX Corp., Old Greenwich, Conn., has started weekly sponsorship of *The Parade of Business*, Sunday 6:45 p.m. program on WSRR, Stamford, Conn. Program presents little known facts about business trends and how they affect the public, and is directed to employes as well as employers.

IMPERIAL MUTUAL Life Insurance Co., Los Angeles, on Jan. 18 started a six-weekly quarter-hour newscast on KFWB, Hollywood, for 13 weeks. Other Southern California radio is contemplated. Agency is W. B. Ross & Assoc., Los Angeles.

CARTER COAL Co., Washington, D. C. (coal), has renewed sponsorship of transcribed half-hour mystery drama, *The Hermit's Cave*, for 26 weeks on WBBM, Chicago. Account was placed through Ralph H. Jones Co., Cincinnati.

KELITE PRODUCTS Inc., Los Angeles (Kenu cleanser), through Little & Co., that city, on Jan. 25 starts sponsoring a thrice-weekly five-minute program *The Name in the News*, on KNX, Hollywood, with transcribed version on KQW, San Francisco. Dave Vaile is featured as commentator. Contracts are for 52 weeks. Firm contemplates expanding to other West Coast stations.

HOOSIER STYLE SHOP, Hammond, Ind., is sponsoring a five-minute period five-times weekly on WJWC, Chicago titled *Hollywood Question Box*. Amzie Strickland is commentator. Account was placed direct.

UNION LIFE Insurance Co., Chicago, is sponsoring thrice-weekly 10-minute series of organ recitals by Herb Foote on WBBM, Chicago. Account was placed through Irving Rocklin & Assoc., Chicago.

HITTING ON ALL EIGHT despite nationwide gasoline curtailment are these five network, agency and Union Oil Co. executives who met recently to hold a discussion of that California firm's weekly NBC *Point Sublime* series. Half-hour program recently entered its third consecutive year on 11 NBC Pacific Coast stations. Confabbers are (l to r): Theodore L. Stromberger, advertising manager of Union Oil Co.; John W. Swallow, western division program director of NBC; Jack Smock, account executive of Lord & Thomas; Ed Barker, network sales executive; Alex Robb, package sales manager of NBC western division.

CANADIAN RED CROSS, Toronto (financial drive) starts on March 1 daily dramatized spot announcements on all Canadian stations. Account is placed through A. McKim Ltd., Toronto, which is one of four agencies placing advertising for the campaign.

Winchell Returns

WALTER WINCHELL resumed his Sunday program, *Jergens' Journal* on BLUE Jan. 24, following his return from a special assignment in Brazil. During Winchell's absence his sponsor, Andrew Jergens Co., Cincinnati, substituted a three-commentator program, *Three-Thirds of the News* with Baukhage, John Gunther and Robert St. John in the 9-9:15 spot. Agency is Lennen & Mitchell, New York.

AGENCY Appointments

COLGATE-PALMOLIVE-PEET Co., Jersey City, to William Esty & Co., New York, for Vel, a packaged detergent for washing dishes and fine fabrics. No media plans have been made.

WIRE & CABLE Division, Electric Auto-Lite Co., Toledo, to Ruthrauff & Ryan, New York. R & R now handles all 26 Auto-Lite divisions.

WOODWARD-WAGNER Co., Philadelphia (plumbing items), to Fox & MacKenzie, Philadelphia.

PRATT FOOD Co., Philadelphia (animal and poultry products), to McKee & Albright, Philadelphia.

PERKINS GLUE Co., Lansdale, Pa. (vegetable, cassein and resin glues), to John Falkner Arndt Adv. Agency, Philadelphia. Robert Arndt is account executive.

WESTERN SAVINGS FUND Society of Philadelphia, Philadelphia banking institution, to John Falkner Arndt Adv. Agency, Philadelphia. David B. Arndt is account executive.

FILTREX Co. of New Jersey, Elizabeth, to Neff-Rogow Inc., New York, for Heatrex boiler cleaning compound. Some spot broadcasting being used locally.

CALIFORNIA-GROWN SUGAR Group, San Francisco, to J. Walter Thompson Co., N. Y.

SCHUTTER CANDY Co., Chicago, to Roche, Williams & Cunnyngham, N. Y.

E. FOUGERA Co., New York (Magitex dog bath), to Donahue & Co., N. Y.

WOODMAN ACCIDENT Co., Lincoln, Neb., to Richard Cole Adv. Agency, Omaha, Neb.

I. J. FOX Co., Boston, to David Malkiel Adv. Agency, Boston.

81 Food and Drug Firms Plug Bonds

5% of Advertising Budgets Devoted to Treasury

REVISED LIST of food, drug and other firms cooperating with the Treasury War Savings staff, released last week by Lee H. Bristol, chairman of the Industry Policy Committee, names 81 companies now devoting approximately 5% of their advertising budgets exclusively to War Bonds.

Campaign has been under way several weeks, Mr. Bristol said, but the number of participating firms is still expanding. He stated that space and money already contributed by the food and drug industry under the plan are in a volume comparable with some of the most extensive business campaigns in the nation.

All Media Used

In addition to spot and network radio time, the firms include newspaper, magazine, billboard and other media in the schedule. In most cases companies are placing the War Bond advertising through their own agencies, but all copy is prepared by agencies chosen by the Advertising Council to insure integration of the appeal.

Firms now participating are:

Alkalol Co., American Cyanamid Co., American Home Products, Elizabeth Arden, Armand Co., Associated Distributors (Dana cosmetics), Barbasol Co., Bathasweet, Bauer & Black, Becton & Dickinson, Bristol-Myers Co., Bourjois, Burma Vita, Burroughs & Wellcome, Carter Products, Ceribello, Chap Stick Co., Colgate-Palmolive-Peet, Conti, Coty, Denver Chemical Co., Drug Products Co., Father John's, Emerson Drug Co., Fellows, Forhan's, Fougera & Co., Foley & Co., Frailey Products Inc.

Grove Labs., Guerlain, Gillette Safety Razor Co., Hoffman-LaRoche, Johnson & Johnson, Houbigant, Hudnut Sales Corp., International Cellucotton, Iodent, Kilmer Co., Lady Esther, Lambert Pharmacal Co., Lederle Labs., Lewis-Howe, Thomas Leeming, Lucien Lelong.

Lever Bros., Maybelline, O. E. McKewen Co., Mennen Co., Miles Labs., McKesson & Robbins, Parke-Davis & Co., Pepsodent Co., Pinex, Norwich Pharmacal Co., Parfums Ciro, Parfums Weil, Pharmacraft Co., (Fresh deodorant), Resinol Co., Schutter Candy Co., Seeck & Kade, R. B. Semler.

Sterline Products, Serutan, Helena Rubenstein, Sales Builders (Max Factor), Shulton, Vadsco Sales, Vick Chemical, Weco Products, William R. Warner Co., (Sloan's liniment), Willard Tablet Co., White Labs., Zonite Products Corp.

Radio for 'Marginal Americans'

ITALIAN broadcasting in Boston, says Jeanette Sayre Smith in an article in the current *Public Opinion Quarterly* titled "Broadcasting for Marginal Americans", does little to help the local Italian population adjust itself to the American way of life and to its role in the war effort, since no specific information is given on the nature of the world today and the struggle of the Democracies against Fascism. About one-fifth of the Italians in the Italian North End community speak no English, and since the recent banning of newscasts in Italian have turned to Italian short-wave broadcasting for their information, the article points out.

IN THE RADIO LIMELIGHT

a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION WTJS JACKSON, TENN.

1000 Watts *1390 Kc.* *MBS*

A. B. ROBINSON, *Commercial Mgr.*

Solid sender to over 31,000 radio families in West Tennessee is WTJS at Jackson, bringing them top local and regional programs in addition to the best features of the Mutual Network.

Spot advertisers on this 1000 watt Mutual outlet today tap new wealth from high farm prices (cash farm incomes up 30.3% in Tennessee) and industrial expansion such as the $34,000,000 ordnance plant and depot employing thousands in and around Jackson.

WTJS *alone* affords complete, consistent coverage in West Tennessee . . . and WTJS *alone* can make *your* sales message ring the cash registers in this market.

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY

CHICAGO NEW YORK

DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS

KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

In the Sweet Buy and Buy

If you'd like that grand and glorious feeling that comes from seeing your merchandise move almost like magic, put WAIR to work in this great American market. You'll learn quickly why WAIR is famous for its salesability.

WAIR

Winston-Salem, North Carolina

RADIO DIRECTORS and timebuyers of Chicago agencies were guests at a recent luncheon given in Chicago by WOR, New York, at which slide films of the WOR Crossley continuing study were exhibited and explained by R. F. Maddux, WOR vice-president in charge of sales, and Joseph Creamer, sales promotion manager. Representing their agencies are (seated l to r): Genevieve Lemper, Foote, Cane & Belding; Berglette Boe, H. W. Kastor & Sons; June Rollinson, Russel M. Seeds Co.; Dorothy Samuel and Muriel Wagman, Sorenson & Co.; Carolyn Bonnesen, Sherman & Marquette; (standing): L. J. Nelson, Wade Adv.; H. W. Mallison, Badger, Browning & Hersey, N. Y.; Buckingham Gunn, J. Walter Thompson Co.; George Duram, H. W. Kastor & Sons; Ralph Cushing, Presba, Fellers & Presba; Al Callies, Ruthrauff & Ryan; John Gordon, Needham, Louis & Brorby; Jack North, Aubrey, Moore & Wallace.

Studio Notes

USING FACILITIES OF WHBC, Canton, Ohio, the MBS recently broadcast ceremonies attending award of the Army-Navy "E" to the Hercules Motors Corp. for outstanding war production activities. Newly-elected Rep. Henderson H. Carson acted as m.c.

WITH proceeds being donated to Warm Springs (Ga.) Foundation, infantile paralysis fund, KOY, Phoenix, in late January released a play-by-play description of rugby match between cadets of the nearby RAF training field. Match decided winner of a three-game series between Scottish and English players stationed there.

SCRIPTS of *Democracy's Workshop*, recent series designed as report on Los Angeles County school activities and presented on KNX, Hollywood, have been turned over to U. S. Office of Education for distribution nationally. Originated by Frances Farmer Wilder, director of education of CBS Hollywood, the programs were written and produced by Chester Huntley of that network's special events department.

TO HIGHLIGHT its Sunday night schedule, KMTR, Hollywood, is presenting a series of half-hour dramatized playlets, *Portraits for Americans*, written by Arch Oboler. Using young motion picture name talent as well as members of the station's *Matinee Playhouse* players, the half-hour dramatic programs are produced by Robert L. Bice.

TO BRING HOME to its employes the importance of broadcasting as an essential war industry and to encourage self-criticism, announcers of the stations operated by Northern Broadcasting & Publishing Co., Ltd., in Ontario, were recently asked to submit answers to the question: *What, in your estimation, are qualities necessary in a good announcer?* Answers were judged by Guy Herbert of All-Canada Radio Facilities Ltd., Toronto, and first award went to Harry R. McLay, announcer of CKWS, Kingston, Ont., second award to Warren Robinson, announcer of CFCH, North Bay, Ont.

ANNUAL REPORT issued by E. E. Hill, managing director of WTAG, Worcester, reports that the station lost only 56 minutes during 1942, out of a total of 6,386 hours. Auxiliary transmitters were used only 91 hours, while WTAG's FM station, W1XTG, was on the air 6,051 hours, with a daily average of 16:37, and WTAG had a daily average of 17.30, for a total of 23,350 programs. The FM affiliate carried 20,175 programs.

WELI, New Haven, recently received praise from local OPA and ODT officials for the part the station has played in disseminating information to the public. Letters received by the station from the agencies complimented the spirit and effectiveness of WELI's cooperation.

KMPC, Beverly Hills, Cal., has established additional sales offices at 617 S. Olive St., in downtown Los Angeles.

WKY, Oklahoma City, on Jan. 23, 9:30-10 p.m. (EWT), started a new thriller series, *The Strange Dr. Carnak*, authored by Scott Bishop, continuity editor of the *Oklahoma City Broadcaster*, who is known to radio fans for his horror series, *Dark Fantasy*.

WTJS, Jackson, Tenn., has acquired the AP radio news wire from Press Assn.

Cooperation

SOLDIERS of Jefferson Barracks and KXOK, St. Louis, cooperate to provide entertainment for the Army post and the public. A special newscast daily at 2:50 p.m. from KXOK is piped over the public address system and a series of bugle calls, transcribed by the station, is used at the post. The soldiers do a weekly half-hour variety show, *Meet the Men of Your Army*, broadcast over KXOK. In addition, the post's air corps orchestra has made transcriptions at the station which are played over the P. A. system to entertain the soldiers.

ADDITION OF two new programs was announced by WJWC, Chicago-Hammond this month. Features are an early-morning half-hour, broadcast six times weekly, titled *WJWC Farm Hour*, and quarter-hour newscast, five-nights weekly with Edward D. Flynn as commentator.

WHEN A HEAVY New Year's snow storm gave Brockville, Ont., a ten-day blackout because of damage to electric power lines, CFLC, Brockville, was off the air. The station moved to Brockville some months ago from Prescott, Ont.

WEEKLY talks by Gov. Robert E. Baldwin will be broadcast to the people of Connecticut on WTIC, Hartford and WICC, Bridgeport, while the state legislature is in session. Practice originated during the Governor's first term of office, and talks are devoted to analyzing various measures before the legislature.

A SERIES of lectures before college students in the San Francisco Bay area has been launched by NBC-KPO department heads under the direction of John W. Elwood, KPO general manager.

WLW Appointments

TWO appointments in the trade extension department, WLW, Cincinnati, have been announced by John E. Rudolph, director. John A. Tappin becomes manager of the grocery division and Ralph E. Visconti heads the drug field. Trade extension department is studying war problems facing retailers and wholesalers with view of aiding dealers in merchandising.

Radio Stars in Films

EDGAR BERGEN and his Charlie McCarthy, featured on the weekly NBC *Chase & Sanborn Show*, have been signed for a role in the RKO film, "Keep 'Em Singing", which goes into production during mid-March. They will be teamed with Kay Kyser, star of the weekly NBC *College of Musical Knowledge*. Kyser will also be starred in the MGM film, "Right About Face", now in production. Bud Abbott and Lou Costello, on NBC, signed a new two-picture contract with MGM.

KSO & KRNT
gave Tenderoni
a flying start

—Chas. H. Flanders, Jr.

As broker for Tenderoni, Charles H. Flanders, Jr., has a right to be proud of the complete distribution achieved in a very short time. Commenting on radio's part in that job, Mr. Flanders says:

"Rarely have I seen a new product take such rapid strides in Iowa as Van Camp's Tenderoni has made since last June.

"We know we have an outstanding product, but surely a good share of the applause goes to spot broadcasting on KSO and KRNT, which gave Tenderoni a flying start in Iowa.

"We cover 53 Counties and find the spot broadcasts were effective in all of them. Your stations did a lot toward getting the wholesale trade to tie up with our introductory campaign so I am sure the results for these first six months are as pleasing to you as they are to me."

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register & Tribune
Represented by The Katz Agency

WAKE UP... Your Georgia Sales with
WRBL COLUMBUS CBS
Represented by SPOT SALES Inc.

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
CFNB Signal strength increased 25%
BOSTON
N.Y.

WHAT'S WHAT IN Boston

19.

WCOP stands on its own feet, as a test station or part of a campaign. Let's show you how!

REPRESENTED BY HEADLEY-REED CO.

WCOP

BELONGS ON YOUR SCHEDULE

• COVERAGE
• EFFICIENCY
• ECONOMY
• SATISFACTION

YOU get all four when you install

LEHIGH Vertical RADIATORS

•

Radio Division
Lehigh Structural Steel Co.
17 Battery Place • New York City

WPTF's NEW STUDIOS
Station Located in Durham Life Bldg., Raleigh

MODERN and well-planned studios have just been opened by WPTF, Raleigh, N. C., on the mezzanine and second floors of the new Durham Life Ins. Co. Bldg., a 16-story structure just completed.

The station set-up includes audition rooms, audience-participation studios, a special musical studio for orchestras, and a master control room that resembles the Ritz Grill Room in its appointments. The station, an NBC affiliate, 50,000 watts on 680 kc., is managed by Richard H. Mason.

B & W Change

BROWN & WILLIAMSON TOBACCO Corp., Louisville, on Jan. 22 discontinued *Plantation Party* heard Fridays at 9:30-10 p.m. for Bugler & Sir Walter Raleigh tobacco on 66 NBC stations. The period vacated by this program will be filled Jan. 29 by the B & W program, *People Are Funny* (Wings King Size cigarettes), formerly heard 10-10:30 p.m. *Plantation Party* is a five-year-old program, having first been broadcast locally on WLW in 1938. Agency is Russel M. Seeds Co., Chicago.

Turco on Coast

TURCO PRODUCTS Inc., Los Angeles (cleaning compound), on Feb. 9 renews for 13 weeks *Smile in the Morning* on KECA, that city. Featured is Mark Breneman as commentator, with Wilson Edwards, announcer. Firm also sponsors participation in *Art Baker's Notebook* on KFI, that city. Having increased its advertising budget, Turco Products will use other Southern California radio during 1943. Warren P. Fehlman Adv. Co, Huntington Park, Cal., has the account.

Record GE Orders

WAR orders totaling $2,003,039,000 were received in 1942 including heavy demands for electronic and communications equipment by General Electric Co. compared with $1,132,837,000 in orders during 1941. The orders for 1942 represent an increase of 77% over the previous year.

AGREEMENT for NBC affiliates to expand and intensify promotional activities for public service programs was made at the first quarterly meeting of the 1943 NBC Stations Planning & Advisory Committee at Radio City [BROADCASTING, Jan. 18]. Members of the committee are (standing, l to r): Stanley E. Hubbard, KSTP, St. Paul; S. S. Fox, KDYL, Salt Lake City; James D. Shouse (chairman for 1943), WLW, Cincinnati; Paul W. Morency, WTIC, Hartford. Seated: G. Richard Shafto, WIS, Columbia, S. C.; Arden X. Pangborn, KGW, Portland, Ore.; Harry Stone, WSM, Nashville; G. E. Zimmerman, KARK, Little Rock.

NBC Officials to Resume War Clinics In Series of Meetings During Spring

NBC's "radio war clinics", held last year between March 16 and April 1 [BROADCASTING, March 9], proved so successful in giving network officials and NBC affiliate stations an opportunity to discuss broadcasting problems brought about by the war, that a second series has been scheduled to start Jan. 28, with 13 NBC executives making a tour of seven cities from coast to coast.

Arranged by William S. Hedges, NBC vice-president in charge of stations, the clinics will be conducted as two-day sessions in selected geographical sections of the country. Full sanction of the tour has been given by the Office of Defense Transportation, although NBC is urging affiliated station officials to attend the clinic held nearest to their city to keep traveling at a minimum.

Post-War Plans

The first meeting will be held Jan. 28-29 at the Hotel Waldorf-Astoria, New York, with subsequent sessions scheduled as follows: Feb. 1-2, Hotel John Marshall, Richmond; Feb. 3-4, Netherland Plaza Hotel, Cincinnati; Feb. 5-6, Drake Hotel, Chicago; Feb. 9-10, Hotel Roosevelt, New Orleans; Feb. 11-12, Hotel Rice, Houston; Feb. 16-17, Hotel Ambassador, Los Angeles.

Discussions will center around increasing radio's usefulness in the war effort. Technical developments in the broadcasting field, including television and FM, will be highlighted along with planning radio's place in the new industrial and economic post-war world.

NBC officials making the trip, in addition to Mr. Hedges, will be Niles Trammell, president; Roy C. Witmer, vice-president in charge of sales; Clarence L. Menser, vice-president in charge of programs; Dr. James Rowland Angell, public service counselor; Frank M. Russell, vice-president in charge of the Washington office; O. B. Hanson, vice-president and chief engineer; John F. Royal, vice president in charge of international broadcasting; Charles B. Brown, promotion and advertising director; John McKay, manager of the price department; Sheldon B. Hickox Jr., manager of station relations department; Noran E. Kersta, director of television, and James M. Gaines of station relations.

Sanctioned by ODT

In announcing the second annual group of clinics, Mr. Hedges said:

"Last year's meeting throughout the country were highly successful in producing a better understanding by network officials of the daily problems of affiliated stations comprising the network. In renewing the war clinics again this year in the face of diminishing civilian transportation facilities, it is our feelng that the stations and the network will be able to better serve the war effort, our communities and our nation as a result. We are happy that in this decision we have the sanction of the ODT."

Producers Clamor for Stars of the Air To Build Up Box Office Pull of Films

THEORIZING that persons living great distances from theatres know more about radio performers than they do screen stars, Hollywood film studios are spotting well-known personalities in pictures in an effort to bolster box-office receipts.

Although such radio stars as Jack Benny, Bing Crosby, Al Jolson, Bob Hope, Red Skelton, the Andrews Sisters, Abbott and Costello and others are well known in both radio and films, the new Hollywood trend is to use more radio personalities and portions of well-established programs in forthcoming pictures. Producers believe that radio listeners will go to theatres to see their favorite air stars on the screen.

Program to Be Filmed

Among radio talent to be presented shortly in pictures are Ginny Simms and Freddy Martin's orchestra of the Philip Morris program, *Johnny Presents Ginny Simms*, NBC. They will be featured with Harold Peary, star of the NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co., in the RKO production, "Seven Days' Leave", which will include the NBC *Truth or Consequences*, sponsored by Procter & Gamble Co.

Bill Stern, NBC sportscaster, and Bill Walker, NBC announcer, will be seen in the Universal film, "We've Never Been Licked". Dick Joy, another announcer, portrays a newscaster in the film, "Corregidor", produced by Dixon R. Harwin for Producers Releasing Corp.

Phil Baker m.c. of the CBS *Take It or Leave It*, sponsored by Eversharp Inc.; Eddie O'Shea, New York radio actor; Bill Goodwin, announcer-actor of the CBS *Burns & Allen* show, and Frank Graham, Hollywood CBS announcer-narrator, also will be in pictures. Graham's *Cosmo Jones* program, formerly heard on CBS Pacific stations, is being filmed in a series of 22 releases by Monogram.

Ken Niles, Hollywood announcer, is in demand at film studios, while John W. Vandercook, NBC news commentator, does the narration in Columbia's short, "Our Second Front".

Vera Vague, comedienne of the NBC Bob Hope show, sponsored by Pepsodent Co., has signed a two-picture contract with Republic. Her first film, scheduled for production in February, will include Lulu Belle and Scotty of the Alka-Seltzer *National Barn Dance*, NBC, and the Tennessee Ramblers of WBT, Charlotte, N. C. Lulu Belle and Scotty have made several pictures for Republic.

The NBC *Time to Smile*, sponsored by Bristol-Myers Co., is used in sequences of the Warner Bros. film, "Thank Your Lucky Stars", featuring Eddie Cantor, Dinah Shore, Harry Von Zell, Bert Gordon, the Mad Russian and Edgar Fairchild's orchestra. Miss Shore also stars in her own BLUE network program, *In Person, Dinah Shore*, sponsored by Carter Products Inc.

Other radio personalities, scheduled for film debut, are Conrad Binyon and Mary Lou Harrington of the NBC *One Man's Family*, sponsored by Standard Brands, and Phil Spitalny and his all-girl orchestra of the General Electric *Hour of Charm*, NBC.

New Disc Regulations Adopted by CBC Board

A CHANGE in the regulations for the use of transcriptions was made at the last meeting of the Canadian Broadcasting Corp. board of governors [BROADCASTING, Dec. 14] and has now been announced as a new regulation 7(m) replacing 18(4). The new regulation, announced in a circular letter over the signature of J. R. Radford, CBC supervisor of station relations, and dated Toronto, Jan. 8, reads:

7. No one shall broadcast: (m) any program or speech by means of mechanical reproductions or in any other manner so as to achieve indirectly or by an evasion that which a regulation or ruling of the corporation prohibits, and the general manager of the corporation shall be the sole judge of what constitutes an evasion under this regulation and his ruling shall be final and binding with respect to any such matter.

'No Arrests'

USING recording equipment, Dave Driscoll and John Whitmore of war services and news division, WOR, New York, recently cruised about the city four nights looking for accidents. They recorded on-the-scene traffic violations and broadcast the transcriptions in a program *Death on Wheels* Jan. 17, in which Driscoll remarked "we didn't encounter a policeman making an arrest for traffic violations." Program drew a statement from Police Commissioner Valentine, denying police were laggard, and an inquiry from Globe Indemnity Co., on possibility of using the radio material in the company's safety campaigns.

BILL GOODWIN, announcer-comedian on the CBS *Burns & Allen Show*, has started working in the Paramount film, "Riding High".

RECENT ADDITIONS to the transmitter staff of WGN, Chicago, are Fritz & Lottie, Dobermann Pinschers, posing here with George Thies. The dogs formerly appeared in vaudeville and have been trained to assist in guard duty at the WGN transmitter near Roselle, Ill.

AMP-Alpha Deal

ASSOCIATED Music Publishers has announced its licensees are now authorized to perform all copyrighted music of Alpha Music. Deal was made by AMP last fall but at that time it could not obtain exclusive rights to five selections.

W. W. CHAPLIN, war correspondent, now heard on NBC, has contracted with D. Appleton-Century Co., New York, to write a book tentatively titled *Maginot to Moscow*.

ARGENTINE CHAIN HAS 18 STATIONS

LA PRIMERA Cadena Argentina de Broadcastings, South America's oldest network, opens the 1943 season with 18 member stations, a record total that includes outlets in Paraguay and Uruguay as well as Argentina, according to a yearend statement made by Sr. Jaime Yankelevich, director of the network and owner of its key station, Radio Belgrano — LR3 — Buenos Aires, to the United Press.

For its programs, which are relayed nightly to member stations by wire lines and shortwave radio, the network has a 1943 budget of $625,000, the story reported. Ferruccio Calusio, recently returned from the United States where he acted as guest conductor of the NBC Symphony, will organize and conduct a symphony orchestra for the Primera network. Other top talent for the year includes the Argentina movie star, Libertad Lamarque, who will star in a dramatic series; Los Rancheros, Mexican singing trio; Mercedes Simone, Amanda Ledesma, Agustin Irusta, Fernando Borel and Francisco Canaro.

Featuring a mobile chain show arrangement, the network does not keep its permanent staff at Belgrano all year, but shifts it from station to station so that each member of the network becomes in turn the origination point for the major network broadcasts. The Primera chain also receives CBS programs via the Continental Chain. Radio Belgrano is serviced with regular news broadcasts by UP.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

What's Power?

Power is people in great numbers, who listen to WHN's entertaining and informative programs.

Power is millions of advertising impressions on the ears and minds of listeners, with increased purchases of clients' products therefrom.

The power of WHN *only begins* with 50,000 watts on a clear channel in America's largest market.

And the complete power of Station WHN assures a profitable campaign ...at the lowest possible cost!

50,000 WATTS
CLEAR CHANNEL
NEW YORK CITY

WHN

RECORDED SERIES PLACED BY CO-OP

COOPERATIVE LEAGUE of the U. S. A. will use the following list of 30 outlets for a transcribed program, *Here Is Tomorrow, Neighbor*, [BROADCASTING, Jan. 18], starting Feb. 14: WJSV WHDH WELI WTRY WQXR WSYR WFIL WIP KDKA WHKC WING WSPD WJMS WHDF WDMJ WIND KSTP WISN WTAQ WEBC WHLB WMFG WDAY WNAX KGNC KFYO KFWB KQW KHQ KGW.

Series has been the center of a controversy caused by the refusal by CBS and NBC to sell the League time on stations owned and operated by the networks. Stations involved in the dispute were KDKA and WTAM (NBC), and WJSV and WCCO (CBS) [BROADCASTING, Oct. 12, Dec. 21].

Negotiations for time were suspended pending clarification of the series, format to conform with the NAB code. Agency is Atherton & Currier, New York.

Interior's Radio Time

MORE THAN 250 programs, requiring over 3,300 presentations, were broadcast without charge for the Dept. of Interior by major networks and local stations in the year ending June, 1942, Secretary Ickes' annual report to the President reveals. Programs were prepared by the Radio Section of Interior's Division of Information, and some originated in the department's studio.

Radio Does Job for Government

(*Continued from page 40*)

thing else they had attempted previously had scarcely had any effect whatsoever.

Radio Helps OPA

Six weeks after the price control law went into effect, the Office of Price Administration made a survey and found out that only 20 percent of the country's dealers were posting ceiling prices. OPA asked us for help.

They didn't want to turn the housewives of America into a female Gestapo. On the other hand, their budget didn't permit them to hire anything like the force that would be necessary for them to pay a personal call on every retailer in the country. Therefore, it was obvious that the general public would have to be used to put pressure on the retailers if the law was to mean anything.

The Fact Sheet emphasized the point that a dealer who was not posting prices was probably not doing so because he didn't realize he should, or because he had forgotten to do so.

A few weeks after the conclusion of a 14-day drive on "Look for Posted Prices" on the Network Plan, a second survey disclosed that the number of dealers complying with the law had jumped from 20 to 50 percent. Not perfect by a long shot, but certainly a considerable step in the right direction.

Recruits Nurses

Later in the summer the Red Cross came to us and asked our help in increasing their pool of nurses who had volunteered for active duty in the Army and Navy. The latter were then calling for 3000 a month, and it looked as if the pool might soon be exhausted unless new volunteers were secured. The difficulty of the problem was heightened by the fact that the nurses who could volunteer were also needed at home, because of the doctor shortage. Also, it takes quite a bit of persuading to encourage such women to give up a salary as high as $25 a day for the trials and sacrifices of a nursing career at a Pacific island outpost. We wrote the most effective Fact Sheet we could, and asked writers and producers to play up the nobility of such sacrifices in order that nurses might be more widely appreciated by the general public.

At the conclusion of the three-week Allocation Plan drive, volunteers were already coming in at 50 percent above the pre-drive rate. Several weeks after the conclusion of the drive, the number jumped to well over 100 percent—and in many communities as high as 250 percent above the pre-drive rate.

Up to that time the biggest nurse recruitment month in the history of the Red Cross had been February, 1942, when the aftermath of Pearl Harbor had sent every unattached nurse out seeking active duty. But September, 1942, topped February by a considerable margin, and the Red Cross attributed it entirely to the three-week radio drive.

There are similar stories on all recruitment campaigns we have undertaken. Candidates for Marine officers' schools jumped 40 percent after two weeks on the Network Plan. Mechanics for three branches of the Army were solicited in late September, and by mid-October quotas were passed. This was a particular achievement, in view of the enormous pressure from industry for this very type of skilled technical personnel.

104,000 More for CAA

In mid-November the CAA called us again, this time asking for our help in getting non-combat pilots. It was decided that applicants should be told to write to Washington and they would then be referred to the proper training field in their neighborhoods. The CAA stated they believed they could get the right number of qualified applicants out of 50,000 returns. In view of the great pressure for manpower from many directions, we knew this would not be an easy job. We did some pretty long guessing to decide what total circulation would be necessary in order to turn up 50,000 returns. We finallv decided upon 150 points of audience within a 7-day period as a campaign of sufficient impact.

Fifty thousand inquiries are by no means difficult to get on an ordinary commercial radio offer. But it must be remembered that asking a man to change the whole future course of his life, becoming a non-combat pilot—particularly in the face of other pressure from Army and Navy sources, together with lucrative offers from all branches of industry—made the securing of these 50,000 inquiries a vastly different matter from the ordinary "box-top" operation.

But despite the anticipated difficulties, we overshot our mark and a total of 104,000 inquiries was secured. This, of course, met all CAA's immediate needs. They are now making every effort to keep in regular touch with the "surplus applicants" in order to reserve space for them when future training courses open up.

Heating Crisis Averted

Even though the fuel oil situation is extremely serious at the present time, the fact is, it might have been much worse. Last September at the time fuel oil rationing was announced, we launched a three-week campaign in which listeners were urged to do two things: (1) Make their homes "heat-tight" by installing insulation, storm windows, weather stripping, etc. (2) In areas where fuel oil would be rationed, all oil users should convert to coal where possible.

Actually, we were later advised that every insulating and weather-stripping company in the East and midwest was working at capacity speed, and that many home owners who had tried to weatherstrip their houses were unsuccessful because of labor and materials shortages.

Cooperation Brings Results

When we first launched the Network Allocation Plan we shared with everyone who had agreed to cooperate in it a scepticism as to its ability to handle certain types of subjects.

We knew that as the war heightened and as more and more restrictions were imposed, the type of war message which this vehicle would be asked to handle would be increasingly serious. Nevertheless, in the past 40 weeks we have seen messages like "Get a War Job", "Mileage Rationing", and "Share the Meat" carried on some of the top programs on the air—comedy programs, variety shows, dramas, musical shows, etc.—almost all of which have handled these subjects with a blend of entertainment and seriousness more skillful than anything we dared hope.

That the plan is now recognized in so many quarters in Washington as the most effective information vehicle the Government has at its disposal is due to the imagination, technical skills and hard work of the writers, producers, sponsors and network officials who are responsible for the shows to which these messages are assigned.

These people have proved that the radio can take the lead in bringing the American public the true facts on the hard realities of the war. At the same time they have also proved they can keep entertaining the public to the end that their spirits will not fail, and their determination not falter to prosecute the war until victory.

A year ago this double job seemed like a large order. Today it is an accomplished fact.

Luncheon for Cuhel

FRANK CUHEL, former MBS foreign correspondent in Australia and the Dutch East Indies, who returned to this country in December, 1942, was honored Jan. 15 at a luncheon at Toots Shor's, New York, tendered him by Miller McClintock, Mutual president.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Lowest Cost per Listener In the Tri-City Area

TROY - ALBANY-SCHENECTADY

WTRY

TROY, NEW YORK

1000 Watts at 980 Kc.

The ONLY Basic BLUE Station In Eastern New York

Represented by RAYMER

Press Aims Heavy Barrage at Petrillo

AFM Czar Gets Rough Treatment for His 'Mullarkey'

A TORRENT of editorial criticism of James C. Petrillo and his AFM has been loosed by the nation's leading newspapers, in the wake of his testimony before the Senate Interstate Commerce subcommittee Jan. 12-14.

Even though Petrillo, in the opinion of observers, made a far better impression than was expected, the editorial reaction not only condemned Petrillo and his dictatorial practices, but, in one of two instances, chided the committee for "exchanging jokes" with the union leader. His plea of technological unemployment was branded as "so much mullarkey" in another editorial, while there was general condemnation of his admission that $90-a-week "pancake turners" would not have been forced on stations if the stations had not capitulated.

'Times' Rebuke

In a lead editorial, the *New York Times* held that the testimony of Petrillo and his counsel, Joseph A. Padway, who is also general counsel of AFM, did not put their policies in any better light. Their excuses, the newspaper said, have been offered hundreds of times before and none of them holds water.

The *Times* held intolerable the "kind of private dictatorship" Petrillo is permitted to exercise and pointed to his admission that he might attack the motion pictures next because of purported unemployment. In addition to telling the American public what music it can or cannot hear, "he may soon be telling it what motion pictures it can and cannot see."

Petrillo's promise to "negotiate" was branded meaningless by the newspaper, which took Congress to task for the "tyrannical economic life-and-death powers" which allow Petrillo to impose "the most extravagant demands on the industry." It urged legislative action, advising both Congress and the Administration to "look at Mr. Petrillo well. He is their creature." As long as Congress acquiesces in the Supreme Court decision that labor unions enjoy sweeping immunity from antitrust acts and from the Federal anti-racketeering act, "we shall have Petrillos."

The *New York Herald-Tribune* commented editorially on Petrillo's commitment that he would lift the ban on recordings if the President asked him to. It pointed out that the implications are (1) that he need not consult his union with respect to rescinding the order, and (2) one of "lordly condescension".

This newspaper also criticized the labor policy of the Administration and the more recent decisions of the Supreme Court which, it held, have persuaded labor leaders that they need not consult public convenience even in wartime. Because of these policies and decision, it stated, the union leader in his magnanimity, he comes forth: "I, James Caesar Petrillo, will withdraw my ukase if the President requests it."

Purity of Motives

The *Washington Post* said Petrillo made several "damaging admissions" in his testimony, among them that his motives "were neither so pure nor so lofty as they have been made out." All he wanted was simply "a larger cut in the profits for the musicians employed in the bands which make these records," said the newspaper.

Alluding to his admission that the $90-a-week pancake turner edict was "a mistake", the *Post* said Mr. Petrillo "must have felt like biting off his tongue after such an admission. It is bad enough when a dictator admits, as Mr. Petrillo did, that he is not an angel, but when he confesses a mistake—that is well-nigh fatal. No wonder he is now ready and even eager to negotiate with almost anybody about anything."

The *Spartanburg (S. C.) Journal* also flayed Petrillo's "slip of the tongue." Alluding to Petrillo's iron grip on the union and the requirement that a permit to play can be obtained only by paying dues to AFM, the *Journal* said "pirates used to use the same system." The newspaper predicted that Petrillo's pancake turner slip may be used against him by the broadcasters and recorders when he starts dealing with them about the matter of making records.

Pegler's Comment

Westbrook Pegler, hard-hitting Scripps-Howard columnist, alluded to the "ribald spectacle of Jimmy Petrillo, a rich and rowdy unioneer, kidding the Senators and defying them to interfere with his make-work and mock-work program, even at a time when Paul McNutt is proceeding to squeeze nonessential businesses out of business, because there is said to be a shortage of vital manpower."

Pegler commented that Petrillo was "in the right" and knew it and that they (the Senators), not Petrillo, are to blame. He pointed out, as did other newspapers, that the Supreme Court delivered to Congress "two insulting challenges within the last couple of years" in opinions from which Petrillo derives his power. The court said "unions could do no wrong, and gave approval to systematic and outrageous waste of manpower under the standby system, which is the whole cause of the controversy with Petrillo's union of musicians."

The *Philadelphia Inquirer* resumed its editorial tirade against Petrillo, citing particularly the pancake-turner faux pas and the need for Congress to revise the labor laws. "This is only one instance of the way Petrillo works. He has got away with many things during his career as dictator of music for the American people. It's time to call a halt. Exemptions for labor organizations, provided by the laws and their interpretation by the courts, have prevented remedial action. The new Congress can and should do something about it."

RADIO DID JOB

'Hitler's Children' Premiere Breaks Records

HOUSE RECORDS in 34 midwestern theatres were broken recently when the RKO picture "Hitler's Children", based on the book *Education for Death* by Gregor Ziemer, WLW, Cincinnati, news commentator, was given its world premiere preceded by radio promotion.

In Cincinnati spearhead of the premiere performances, the Albee theatre gross was 192% above the average for top pictures. A peak of 300% over the average was reported by the Sipe theatre, Kokomo, Ind. In view of preliminary reports last Thursday, Ned E. Dipenet, president of RKO Pictures Inc., said, "Box office and attendance figures from both large cities and small towns in the world premiere, sponsored in its listening area by WLW, have clearly demonstrated the intensive coverage and selling power of radio."

WLW promoted the premiere a week in advance, principally on Ziemer's 11:15 p.m. program *News Background*. Night before opening, a 30-minute air preview was broadcast by WLW with station dramatic staff members augmented by Bonita Granville and H. B. Warner, stars of the picture.

Radiothermic Process Opens New Power Field

A NEW use for radio frequency power in industry is described by I. R. Baker of RCA Victor Division in the January issue of RCA's *Radio Age*, in an article which predicts that the process will shortly require equipment with an output greater than all the U. S. broadcasting stations.

Process, known as radiothermics, was developed in the laboratories last year, Mr. Baker says, but will prove of such importance in the war effort that equipment rated at more than 3,700,000 watts will be needed in 1943. Radiothermics will "shorten production cycles, improve products and accomplish manufacturing processes which were previously impractical," he writes, pointing out that it can be used to heat, glue, dry, anneal, rivet, weld, and reactivate enzymes.

CHARLES RYDER, West Coast chief auditor of CBS, Hollywood, doubles as producer of a series of five-minute interviews devoted to information on Federal income tax, recently begun on KNX, that city, as part of the weekly program, *Let's Face the Facts*.

BRITISH COLUMBIA
LAND OF OPPORTUNITY

First With Local Business, Too

CJOR

VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Where Sales Multiply

WSM

NASHVILLE, TENNESSEE

WFBG

ALTOONA, PA.

Complete Coverage

NBC affiliate and BLUE Network

19 years in the public service

HEADLEY-REED CO.
National Representatives

NO ZOOT SUITS, but plenty of bathrobes as a couple of radio personalities do their stuff in a clothing store. Because of manpower shortage Russ Hodges (left) and Art Brown, specialty announcers of WOL, Washington, offered their services to one of their sponsors, Regal Clothing Co. Before turning them loose on customers the management asked Hodges and Brown to practice fitting themselves in the robe department.

AFM Disc Plan Awaited

(Continued from page 8)

sistant Attorney General Thurman Arnold, on the ground that it was a labor dispute and beyond the pale of the anti-trust statutes.

Mr. Arnold again plans to argue the case, which already has been taken to the Supreme Court. In some quarters it was reported this may be his last principal argument, since he is mentioned as the likely selection by President Roosevelt to fill the vacancy on the U. S. Court of Appeals for the District of Columbia, created by the elevation of Associate Justice Wiley B. Rut-Rutledge to the Supreme Court.

This court handles practically all radio appeals. Whereas Mr. Arnold is understood to have declined several other Federal court appointments, it was felt in some quarters he might be disposed to accept this time.

* * *

THE GOVERNMENT anti-trust suit against AFM appeared to be strengthened last week, according to legal observers, by the unanimous Supreme Court decision upholding the conviction of the American Medical Assn. for violation of the Sherman Anti-trust law in a case somewhat similar to the current litigation against the AFM.

The AMA and the AFM suits are parallel in this respect: The AMA was charged with "restraint of trade" in an attempt to drive the Group Health Assn., a nonprofit cooperative for medical care, out of business by coercing physicians from accepting employment in the association.

Conspiracy Charged

The AFM, the new complaint against the union charges, is conspiring to drive independent stations, which depend on recordings and transcriptions for their musical requirements, out of business by refusing to lift an arbitrary ban on the recording of music.

The AFM motion to dismiss denies the government allegation of conspiracy. The union also alleges that the case involves a labor dispute and therefore under the Norris-LaGuardia act the court has not the jurisdiction to grant an injunction against the AFM. It was on this latter point that Judge Barnes dismissed the original suit three months ago. However, the AMA made the same allegation in its suit—that a labor dispute was involved in its fight with Group Health covered by the Norris-LaGuardia act, but the court refused to hold the association immune from prosecution under the anti-trust laws.

The Department of Justice original suit against Petrillo, dismissed by Judge Barnes, is an appeal to the Supreme Court and its status remains unchanged by the new case before that same judge on Monday. If the motion to dismiss is denied, the case will be heard Feb. 8, for a temporary injunction. If the injunction is granted, the case will be closed as far as the Federal District Court is concerned.

The AFM filed a last minute short memorandum brief last Friday in support of its motion to dismiss the anti-trust suit. The memorandum, filed by David Katz, local counsel of AFM, before Judge Barnes, expands the allegations set forth by the AFM dismissal motion filed last Monday: 1, That the case is a labor dispute; 2, That it is covered by section 20 of the Clayton act; 3, That there is no difference between this new action and the one dismissed by Judge Barnes Oct. 12.

Announcer Lauded

AN INVENTION by Bill Robbins, announcer of WCKY, Cincinnati, converting the Thompson submachine gun from 45 to 22 calibre for training is subject of an article in the current issue of *Army Ordnance*, official publication of the Army Ordnance Assn., Washington. Unit perfected by Robbins is regarded by Government officials as an economical feature in training men, says article by Lt. Col. Calvin Goddard. Also in the same issue is a story by Robbins on simplified spark photography in which he describes his experiments with what he terms a "sparkograph".

Williamson to London

LT. GREGORY WILLIAMSON, former radio director of Pedlar & Ryan and for the last year with the Navy in a radio capacity, has taken up new duties in London as assistant public relations officer in charge of radio on the staff of Admiral Harold R. Stark, commander of U. S. Naval forces in European waters. Lt. Williamson, formerly with NBC, joined the Navy in January, 1942, and was assigned to the Industrial Incentive Section in the office of the Undersecretary of the Navy.

FOX CASE, western division public relations director of CBS, Hollywood, has been re-elected chairman of legislative committee of NAB, 16th district and Southern California Broadcasters Assn.

U.S., AFRA OFFICIALS CONFER ON SALARIES

CONFUSION arising from attempts to apply the provisions of the government's wage stabilization regulations to radio performers was reported to be "considerably clarified" following a conference held in Washington early last week between A. D. Burford, chief of the Salary Stabilization Division of Internal Revenue, and a delegation from the American Federation of Radio Artists comprising Lawrence Tibbett, AFRA president; Emily Holt, national executive secretary; George Heller, executive secretary of the New York local; Henry H. Jaffe, the union's counsel. Details of the discussion were not divulged.

The union is not expected to submit its revised sustaining contracts to the War Labor Board for at least another week, according to AFRA headquarters, where it was explained that the working out of minor details had held up signing of some of the contracts, which in turn had delayed the union in filling out the extensive forms required by the WLB. AFRA is expected to submit all the new contracts at once so that they may be considered together as an industry proposition rather than as 40 individual contracts.

Trommer Placing

JOHN F. TROMMER Inc., Brooklyn, brewer, has renewed *The Answer Man*, quarter-hour program heard on WOR, New York, Tuesday and Thursday, 7:45-8 p.m., for 13 weeks, and has placed a combination live and transcribed version of the series on WBZ, Boston, and WBZA, Springfield, Mass., Wednesday and Friday, 6:15-6:45 p.m. Trommer continues its spot announcements on five or six stations in the New York area. Federal Adv., New York, handles the account.

Coca Cola Invades Canada

COCA-COLA of Canada on Feb. 1 starts its first network broadcast in the Dominion. Having for years used the transcribed *Singin' Sam* program, the new departure features a war theme and will be known as the *Victory Parade;* it will be aired Mondays and Fridays for 25 minutes, 8:05-8:30 p.m., on 29 Canadian Broadcasting Corp. stations, through D'Arcy Adv. Co., Toronto.

Forest Fire Plugs

AS PART of the promotion campaign prepared by a volunteer group of West Coast advertising men through the Advertising Council to combat forest fires, one-minute announcements will be distrbuted to stations throughout the country this month.

kglo
MASON CITY, IOWA

Every dollar in this market has a healthy slice of PROFIT in it . . . when the farmers sell their HOGS . . . and when the 6 big packers sell their PORK products. C'mon brother, "share the wealth."

DIP INTO THE PORK BARREL MARKET

NOW 5000 WATTS

Old 1000 watt rates are still in effect

THE Pork Barrel MARKET

CBS AFFILIATE ★ WEED & COMPANY, NAT'L REPRESENTATIVES

"WHBF gives you ONE FOURTH of the entire city of Chicago . . . in radio homes"

WHBF

The 5000 WATT Voice of the Tri-Cities

Affiliate: Rock Island ARGUS

MUTUAL NETWORK · 1270 KC

Mr. A Goes to War

BY MAURICE CONDON

In which Mr. K. W. Amplistat, an ingrate if ever there was one, turns on his creator and exposes him as a cliche-ridden promotion man. The author of this series, sales promotion director of WGAR, Cleveland, is now in the Army and this is his last contribution for the duration.

Q. Well! You're Condon, aren't you?

A. Yes, and you're K. W. Amplistat, the nebulous collector of radio cliches. Please get the hell out of here because I'm in a hurry.

Q. I thought you'd recognize me. What are you doing in such haste?

A. I'm writing a letter to be sent to the Cleveland food chain executives and to 350 selected retail grocers.

Q. Interesting. Why are you writing this letter?

A. Because Boswell's Birdseed, "A song in every seed, a melody in every mouthful", has purchased a schedule of Class "D" spots on WGAR.

Q. And you are acquainting the various grocers of this advertising expenditure?

A. That's right. Now please go devil John Patt or Harry Camp while I get this out. Gotta make this fast.

Q. No, I'll stay and assist you. For instance, how are you going to describe this schedule?

A. Why, a schedule is big, substantial, impressive, elaborate, terrific, unusually aggressive, considerable, fine, ample, excellent. Sometimes if the agency is insistent, I describe the schedule as thumping big, unprecedentedly large.

Q. That should impress the grocer. How do you describe the announcements?

A. They're sparkling, effective, carefully-worded, persuasive, friendly, action-compelling, sales-stimulating, impelling.

Q. And when are these announcements scheduled?

A. You'll be pleased to know that Boswell's Birdseed announcements are scheduled between programs having large, steady audiences, proven audiences. Yes, these spots are scheduled advantageously, where buying audiences are assured.

Q. What does your coverage do?

A. Our coverage embraces half a million radio homes.

Q. And each listener is what?

A. Each listener is a potential customer.

Q. Therefore this coverage is—

A. Gilt-edged.

Q. Do you appeal to the avarice that is in all men?

A. I appeal to their larceny.

Q. In what way?

A. I hint at more sales, greater profits.

Q. For instance?

A. When radio goes to work for you—goods move, sales skyrocket, there's a greater turnover.

Q. I see.

A. Results shower in—more dollars and cents in the cash register—customers come back again and again—it's like an unexpected legacy—you reap the benefits of radio's unparalleled sales potency.

Q. This, in turn, has some effect on the cash register?

A. Your cash register will ring like a carillon—tinkle merrily—play a happy, profitable tune—or, in the words of the popular song, the cash register goes jingle, jangle, jingle.

Q. Timely, timely.

A. And, I point out, that tune "ain't so very far from wrong" when you're selling Boswell's Birdseed.

Q. Therefore the grocer stands to be what?

A. The gainer.

Q. And this campaign merits what?

A. Your closest cooperation.

Q. It will what?

A. Bolster your sales.

Q. All this, if you—Mr. Grocer—

A. Capitalize on this outstanding campaign.

Q. By—

A. Displaying Boswell's Birdseed where the customers can see it. Put some right on the counter, next to the cash register. Make an "island" in the main aisle. Put in a window display. Remind your customers. Talk it up!

Q. These cooperative helps will do what?

A. They will help you realize the full possibilities of this campaign.

Q. The response will be—

A. Quickly noted. A definite, cumulative response.

Q. So you urge the grocer to give the campaign—

A. That extra push.

Q. You end the letter with a clever little something?

A. Oh, it's nothing. Maybe I'll close with "Hoist sales!"

Q. Ingenious indeed.

A. And now, Mr. Amplistat, will you please take it on the Arthur Q. Duffy? I know very well why you've quizzed me. Undoubtedly it is to lampoon promotion letter writing in one of your future articles.

Q. You guess correctly. I will leave now.

A. Oh—just a moment, Mr. Amplistat.

Q. Yes, Condon?

A. I know where there is a great fertile field of cliches for you.

Q. You do? Where?

A. In the armed forces of the United States Army, Mr. A.

Q. But, Condon, I'm not in the Army!

A. The hell you're not, Mr. A! We're both in! Forward—march!

SPEAKERS at a meeting of the American Marketing Assn., in New York, Jan. 14, were (l to r): George H. Allen, chairman of the radio group of the New York section of AMA; Dr. W. R. C. Baker, vice-president in charge of radio, television and electronics of General Electric Co., Schenectady; Dr. Herman S. Hettinger, marketing research authority of the OWI.

Sat. Afternoon Audience

SATURDAY afternoon listening in the New York market is larger than is generally considered in radio circles, according to the Pulse of New York Inc., which has completed a survey of radio audiences on four Saturdays, one in each month, October through January. Measuring listening between 12 noon and 6 p.m. through personal house-to-house interviews, both roster and coincidental methods revealed that on the average 18.2% of the homes were listening to the radio during each quarter-hour. Women comprised 60% of those listening.

MARY MARGARET McBRIDE, woman commentator of WEAF, New York, is the author of a book, *America for Me*, published by MacMillan Co., New York.

Canadian Broadcasters Pay Higher Music Fees

CANADIAN broadcasting stations during 1943 will pay $146,113 for use of copyright music to the Canadian Performing Rights Society (Canadian ASCAP) and to BMI Canada Ltd. This is an increase of more than $15,000 above the 1942 payments, due to an increased number of radio receivers licensed in the last fiscal year. The Canadian Copyright Appeal Board announced the schedules in the *Canada Gazette* Jan. 18.

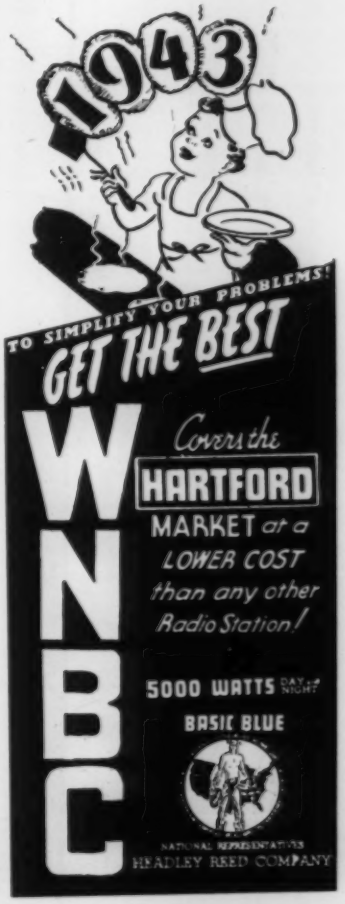
Under the approved schedule, CPRS collects in 1943 $129,879 as against $116,377 in 1942, based on the rate of 8 cents per licensed receiver; BMI Canada Ltd. will receive $16,234 in 1943 as against $14,547 in 1942, based on the rate of 1 cent per licensed receiver. In connection with the Petrillo fight against juke boxes, the Canadian Copyright Appeal Board deleted a proposed license fee for coin music machines from the original schedule submitted by CPRS.

WIRES May Be WAACs

QUALIFIED members of the WIRES (Women in Radio & Electrical Services), technical course for women given by the Army Signal Corps at schools and colleges throughout the country, are now eligible for membership in the WAAC. Women training in the WIRES may have inactive status as WAACs until their communications training is finished, and take their WAAC basic training after completion of the course.

KSD—The Post-Dispatch Station
ST. LOUIS • 550 KC • NBC
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press



Searching Probe of FCC Seen As Cox Resolution Is Passed

(*Continued from page 9*)

ments in opposition to the Cox resolution on the House floor. Reps. Sparkman (D-Ala.) and Rankin (R-Miss.) both sought amendment of the Cox proposal to cover an industry investigation, but under House rules, clearly pronounced by Speaker Rayburn and Rep. Michener (D-Mich.), assistant majority leader, the Cox resolution went through intact, like greased lightning.

Since Chairman Fly assumed the FCC helm in 1939, he has been in the storm-center of repeated controversies, largely pertaining to broadcasting. He succeeded Frank R. McNinch as FCC chairman, when the North Carolinian's health broke under pressure of Commission operations.

Mr. Fly has been in controversy not only with the industry but with members of the House and Senate and with others in public life. A courageous and deft witness, however, he has successfully weathered every Congressional storm, including one at the last session precipitated at the outset of the Cox controversy.

There has been some talk of possible "ripper" legislation at this session to reduce the size and operations of non-war agencies. Linked with the FCC has been talk of curtailing it from seven to three members, but this has not reached the form of a legislative proposal. That is one possible outcropping of the Cox inquiry.

The only scheduled legislative matter, aside from the Cox inquiry, dealing with the FCC is that of confirmation of one commissioner. The term of George H. Payne, Republican, of New York, expires June 30. In the Commission's earlier days, he was its stormy petrel, but he has not been openly involved in any controversies during the last year or two.

The attack appears to be levelled largely against the FCC majority, which on most policy matters has comprised Chairman Fly and Commissioners Paul A. Walker, Ray C. Wakefield, Durr and Payne. Commissioners T. A. M. Craven and Norman S. Case usually have been in the minority on policy matters, including such transcendental considerations as the network monopoly report, newspaper ownership, and clear channel breakdowns.

On His Own Now

Last year the Cox resolution was before the Rules Committee and hearings were conducted before that body, but White House intercession blocked action. This session it appeared quite evident the White House either had no interest in or thought it futile to attempt to block the resolution. In some quarters, it was reported the White House had advised Chairman Fly he was on his own.

Strenuous efforts to thwart passage of the resolution in its original form were made even up to the eleventh hour, it was reported, with the Sparkman proposal regarded as a move in that direction. Several House members commented that the Sparkman proposal had all the earmarks of having been handled within the FCC. Mr. Sparkman never before has been identified with radio legislation, though he has served in Congress since 1936. His home state of Alabama also is the home state of Commissioner Durr.

Rep. Sparkman's address to the House last Monday, following the favorable Rules Committee report on the resolution, cited the need for an investigation of the whole subject of radio. He talked intimately of the plight of small stations, their inability to get network service, the recording situation, the outlook for the transcription companies as a result of the Petrillo ban, the Cooperative League controversy, and other controversial phases of commercial radio. He quoted magazine and other articles dealing with purported indecency in network programs and dealing with network operations generally.

Observers pointed out that obviously Mr. Sparkman had either made an intensive study of the whole subject quite recently, or had been supplied the information. All of these matters have been covered in recent Commission activities, and have drawn comments from Chairman Fly at his press conferences.

Rep. Fish vigorously supported the Cox proposal, pointing out that Chairman Fly was heard by the committee at the last session on a similar resolution and that therefore no new testimony had to be taken. Though the House seldom appoints select committees, in contrast to the Senate which has a half-dozen of them, Rep. Fish said there is involved the freedom of speech of the nation in the current FCC activity.

Cites Watson Case

He cited the case of Goodwin Watson, chief of the broadcast division of the Foreign Broadcast Intelligence Service, and alluded to his purported Communistic leanings. He urged that a complete investigation be made, but said that while he was in sympathy with the Sparkman proposal he felt it was designed to cover a much broader field and that a separate committee of Congress should undertake that.

Rep. Halleck (R-Ind.) a member of the House Interstate Commerce Committee, pointed out that this committee had conducted an exhaustive inquiry into radio generally last session, pursuant to the Sanders bill, and that this phase of the inquiry already had been covered. He said he did not profess to speak for the committee, but indicated that legislative steps might be taken at this session pursuant to that study.

In his address, Rep. Cox said he talked about a matter that was of "deepest personal interest". He reviewed the *Albany Herald*-WALB case and explained his activities on behalf of the newspaper applicants to procure a station for needed service in the Albany area. He said he had talked with Chairman Fly, Commissioner Paul A. Walker, Andrew D. Ring, former assistant chief engineer, and William J. Dempsey, then general counsel of the Commission, regarding the application, and that a license subsequently was granted. Because Mr. Dempsey felt that the Commission's hostile attitude toward newspaper ownership and operation of stations might prove a deterrent, a new corporation was set up, divorced from the newspaper. There was much correspondence on this. Alluding to the $2500 item, for which stock later was issued, Judge Cox explained that this money was turned over to a local charity.

Sees 'Dictatorship'

Last March, after the station had operated for a year, an application for transfer to the new company was set for hearing. Judge Cox explained he had introduced his resolution originally last year as a result of representations made to him by many small stations, newspapers, people in Government, and officials of the Army and Navy, and because of what he called the general bad reputation of the Commission. He said he thought Chairman Fly was "trying to set up a despotic dictatorship".

After the resolution had been introduced, Judge Cox charged "Fly sent out his gestapo" like a "pack of wolves" and rifled the files of all parties and individuals in any wise identified with the *Albany Herald* operations. He said his own income tax returns were checked, both Federal and State, and that even Post Office Dept. records were examined for registered communications. Moreover, he charged that Chairman Fly had sat on the "doorstep" of the Dept. of Justice, seeking to goad the Attorney General into instituting criminal charges against him, and that the WALB hearing had been deferred several times apparently to give him more time to accomplish that result.

Charging that "of all the bureaucrats in town who seek to smear Congress, this man Fly is the worst," Judge Cox unleashed as bitter an attack as has been heard in many a day in the House. He said that as to the $2,500 item the stock in the new firm had been given him "as a gift and without my knowledge". (The FCC had sought to prosecute Governor Cox on the ground that he had violated the Federal statute preventing members of Congress from accepting fees for practice before Government department.)

The FCC was charged with being a "nest of Reds" and Chairman Fly's former activities as general counsel of TVA were branded as having the purported taint of Communism.

Watches for Russia

IN RESPONSE to a plea for watches for the Russian Army, made by Lisa Sergio, commentator, over WQXR, New York, listeners sent in more than 150 timepieces in three days. Watches will be forwarded to Russia through the Ambijan Committee for Emergency Aid to the Soviet Union.

The Time to Buy in Central Pennsylvania

WSBA reaches *thousands* of listeners in Central Pennsylvania and Northern Maryland *every* day. With WSBA coverage of this rich industrial and agricultural territory YOU can put YOUR product on . . .

WSBA
900
THE "MID-POINT" ON YOUR DIAL
YORK PENNSYLVANIA

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

TEXT OF SPEECH BY REP. COX

FOLLOWING is the text of the speech made in the House Jan. 19 by Rep. Cox (D-Ga.), when he called for an investigation of the FCC:

Mr. Speaker, I am this morning bringing to you a matter in which I have the deepest possible personal interest. If the resolution I am offering is adopted, it will operate as a depressant upon the bureaucrats seeking to swallow up all legislative power which belongs alone to Congress and should be of like concern to you.

In 1939 the Albany Herald, a newspaper, the editor of which is Mr. Henry T. McIntosh, the model man of my state, its first citizen, brought to my attention that it was interested in the development of a small broadcasting station in Albany, Ga. Ours is something of a desert land insofar as radio is concerned. In Albany there is a small station, but it did not render entirely satisfactory service to the people within that territory, though it rendered a service that was valuable and appreciated.

Following this first communication from Mr. McIntosh, the Albany Herald filed its application for leave to establish a station. The Albany Herald is a daily newspaper, the largest newspaper published in the southwest quarter of my State, and is the paper of widest circulation.

The people who own and operate the Albany Herald are my lifelong friends. They are people with whom I was reared. They are my confidants. They are people whom I love and who love me. In the spring of 1940 permission to build and operate a station was granted by the Federal Communications Commission.

While the application was pending in the Commission I made many visits to the Commission. I visited with Mr. Fly, with Mr. Ring, its engineer, with Mr. Walker, another member of the Commission, with the counsel of the Commission. I consulted freely and frequently with Mr. Dempsey, its general counsel.

After the license had been granted and the station had been built and had been operating for about a year, a new corporation was set up to take over the property and its operation. That new corporation was created because of advice given to me, to the counsel of the Albany Herald and to its manager, by Mr. Dempsey, the general counsel of the Commission in which Mr. Dempsey said that because of the hostile attitude of the Commission toward newspaper ownership and operation of radio, a new corporation to take over and to operate the station should be created. Tremendous correspondence passed between McIntosh, the Albany Herald, counsel, and others interested in the station and myself.

When the new corporation was set up, and without any knowledge on my part, they issued to me, upon the suggestion of Mr. McIntosh, according to the minutes, a check for $2,500, which was in turn endorsed by me and returned as payment for stock in a like amount in the new corporation. Later on the stock was issued for $2,500 in the new corporation. It may be worth $2,500 or it may not be worth a dime. It will not be worth a dime unless the new corporation is permitted to function.

Friends in the new corporation insisted they wanted me connected with the station; that they wanted me to serve in an advisory capacity. They had been told that I could not represent them before the Commission or anyone connected with the Commission or any other agency of the Government. They said they did not want this; that they had their regular counsel.

When the new corporation was set up, an application for transfer of ownership of property and license to operate was made to the Commission. In March 1942, after the station had been operating for more than a year, and after the Albany Herald had filed its application for leave to transfer, about which I had nothing to do and no information, I introduced a resolution to investigate the Commission.

Neither the Albany Herald nor McIntosh nor any other person interested in the Albany property had any knowledge, much less anything to do with my introducing the resolution to investigate. The resolution which I offered was the result of representations made to me by the small broadcasters throughout the country, by newspapers having an interest in broadcasting, and by people in the Government—people connected with the Army and with the Navy, and many others, and because of the bad reputation of the Commission ever since it was first created; all these people insisted that Mr. Fly, the Chairman of the Commission, was undertaking to set up a despotic dictatorship over all media of communication. That he has been endeavoring to do that I attest to be a fact.

To those of you who doubt the truthfulness of this statement, if you know anybody connected with the Commission in whom you have confidence, and will telephone them now, they will tell you. Or if you still have doubt and you know anybody in the newspaper field who in anywise is interested in broadcasting, ask them and they will tell you so.

Now, after the resolution was introduced, Mr. Fly sent his agents into my district. He did for me just what he has done for other Members of Congress. He did for me just what he has done for everybody else who has made any criticism of the Commission and of its communistic operations. He set his Gestapo like a pack of hungry wolves on my trail, and they have trailed me since the day I offered the first resolution, and they are trailing me now.

Agents Search Files

As stated he sent these agents into my district. They went to the office of the broadcasters and they rifled their files. They went to the office of the Albany Herald and they rifled its files. They went to the office of the counsel of the Herald and the broadcasting company and they rifled his files. They came back and brought a bale of material here to Washington over the protest of the people whose property it was. They brought it to Washington and they have it now, and they refused to return it over repeated appeals on the part of the people whose property it is.

That was not all. They went in the banks of my district in an effort to find something on me; they went to the post offices in my district and made investigation as to registered mail that had been sent to me, and they sought to make an investigation of that. And that is not all.

This man Fly, when his agents got back to Washington, went down to the Department of Justice and appealed to the Department to prosecute me or to initiate some sort of investigation. He and his snoopers and spies have in a sense sat upon the steps of the Department of Justice for a year almost making appeal after appeal that the Department initiate an investigation of me. They cited the Herald radio station to show cause as to why the license granted to it should not be revoked and as to why other applications that it had on file should not be denied.

Those hearings were continued from time to time for the purpose of giving Fly further opportunity to influence the Department of Justice to investigate me, continued not once, not twice, but more than that; and following every continuance another visit by the Gestapo of this man Fly, who is the worst of a bad lot, was made to the Department of Justice.

And that is not all, my friends; that is not all. This same Fly—and if I were disposed to go into his record I could bury him with filth—he sent his agents into the Internal Revenue, his Gestapo into the Bureau of Internal Revenue to examine my returns from 1931 up to last year; they made photostatic copies of them. That was not all: They made a like investigation in Internal Revenue of a clerk in my office. Think of it, my friends. A clerk in my office. They went into the Internal Revenue Department in my State and made a similar investigation there.

As to the stock that was issued to me, that was in the new corporation; it was issued on the basis of an opinion, furnished by their attorney, that it was perfectly ethical and legitimate for a Member of Congress to represent anybody insofar as he did not appear before any agency or agent of the Government in their behalf. From the time that stock was issued I have never communicated directly or indirectly with the Commission with reference to any interest of the broadcasting company or of anybody else! There was no irregularity in the transaction, no effort to cover up at all; and I might say to you as to what disposition was made of the stock, not made in the endeavor to cover up anything, it was transferred to a little private charity.

Charges Blackmail

This resolution that is pending here now is a reintroduction of the first resolution. I am endeavoring to have a special committee set up to investigate the Commission and its operations and I say to you that of all the bureaucrats who have sought to smear Congress this man Fly is the worst. His pursuit of me has been nothing but blackmail.

When he was down here in the Tennessee Valley Authority a cell of the Communist Party which was referred to as the best unit of the entire organization was set up in the Authority; and there are other things I might tell you. His whole outfit now is a nest of Reds. This man Dodd, who opposed Howard Smith four years ago, is there; so is the man who wrote the statement that Congress was the joke of the century; he is still there, this man Dodd who said to his draft board over in Virginia about five weeks ago that he was going to South Africa, but applied to the State Department for a passport to England was denied a passport because of his communistic affiliations, he is down there now. This Commission as run by Fly is the nastiest nest of rats to be found in the entire country.

Mr. Speaker, I move the previous question on the resolution.

The previous question was ordered. The resolution was agreed to.

A motion to reconsider was laid on the table.

The SPEAKER: Pursuant to the provisions of House Resolution 21, Seventy-eighth Congress, the Chair appoints as members of the Select Committee to Conduct a Study and Investigation of the Organization, Personnel, and Activities of the Federal Communications Commission the following Members of the House: Mr. Cox (chairman), Mr. Hart, Mr. Magnuson, Mr. Wigglesworth and Mr. Miller of Missouri.

Latin Drama Courses

BECAUSE of the increase in dramatic radio broadcasting to Latin America from this country, the Office of the Coordinator of Inter-American Affairs, in cooperation with NBC and CBS, has worked out a plan whereby Spanish and Portuguese speaking people in this country can become trained radio artists. Two schools are being organized to get under way in February under the direction of Alfred Barrett, a program supervisor of the OCIAA.

buy MAINE Strength

WGAN for your MAINE MARKET

560 KC
5000 WATTS
—Portland, Maine—

"We consider it a highlight among our local musical presentations." WDNC

● Expertly written and commercially proved radio programs are available to any ASCAP-licensed station without cost. If you are not using these programs write or wire us at once, as a new series is ready.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

AP

DON LEE BROADCASTING SYSTEM, Hollywood, Cal.

. . . the top newsgathering agency of the world . . . proven to be pleasing and profitable in every way.

Lewis Allen Weiss, General Manager.

available through
PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N. Y.

Columbia's Station for the SOUTHWEST

KFH

WICHITA
KANSAS

Call Any Edward Petry Office

ANA Says FCC Creates Monopoly

(*Continued from page 8*)

inevitably competition among purchasers would be keenest for the use of the 30 most powerful stations, or for the 64 stations comprising the best coverage of the country "for the simple reason that of the possible combinations for nationwide coverage above set forth, the cheapest and most conveniently obtainable would be comprised of the best stations."

ANA continued it was "common knowledge" in the advertising business that plans "presently are under consideration into just such time contracts if Regulation 3.104 is to be held valid." The brief continued:

"The reason for such a trend is quite apparent. Many large national advertisers have a great investment in goodwill represented by consumer acceptance of given programs at given hours. It is only natural that they should wish to preserve the goodwill inherent in these listening habits at a minimum of cost. Thus, when contracts for the best stations have been entered into, a lesser opportunity will be offered to the remaining radio stations throughout the country, as well as a lesser opportunity to the remaining national advertisers. Under existing conditions, no national advertiser is so enabled to monopolize the market, for according to the charts cited, *supra*, he would be obliged to purchase time on stations affiliated with at least three different networks in order to get time on all of those stations."

ANA held that if it were true, as the Commission found, that exclusive network affiliation contracts severely limit the number of national networks then it is doubly true that the ability of a few large and powerful national advertisers to contract for key stations of the country "would substitute for the four highly competitive existing nationwide network organizations a monopolistic network of the larger stations."

An even greater hazard, ANA said, is presented in the power to monopolize, in the ability of a few large advertising agencies to tie up the most desirable radio facilities in the United States. 75% of the gross dollar volume of the advertising business of the networks was received in 1940 through 10 leading advertising agencies acting in behalf of their clients, it said.

With a deteriorated efficiency in radio broadcasting, the court was told, it is axiomatic that newspapers and other competitive media of advertising "would gain at the expense of radio." Then ANA said pointedly that national advertisers can reach their audience "if radio is eliminated entirely." National advertisers "are interested in one thing only—the efficiency of their advertising messages in producing sales at a low cost, with a minimum of waste," said the brief. They have no concern with the "fortunes of a particular medium of advertising, or of the fortunes of the various instrumentalities that comprise that medium, whether it be radio or anything else, except as the facilities obtainable may be used as a tool for the scientific marketing of their wares. The advertiser wants to reach his exact market, to the extent possible."

Barriers Seen

Pointing out that each national advertiser is operating in a highly competitive market, ANA said the use of advertising is interwoven into the economic fabric of the nation as a whole. The Commission erred in not seeking to explore these inter-related factors, which are "at the heart of the question." If such an exploration had been made, "Regulation 3.104 would have been quite differently conceived," ANA predicted.

Citing that the regulation "will create barriers against use of radio by national advertisers," the brief quoted liberally from recognized works on advertising and how campaigns are developed, from market investigation to finished campaign. Advertising appropriations, it was stated, "do not spring full-panoplied from the head of Jove."

If uncertainty prevails as to availability of time in such an important medium of advertising as broadcasting, or any important part of it, it would become impossible for the advertising specialists to plan with any real foresight how to coordinate the medium of radio with the other media desired to serve the needs of the national advertiser.

The optioning of time of stations has brought radio advertising "into harmony with the actual needs of the national advertiser and with his marketing problems." The uncertainty resulting from enforcement of the regulation would make the use of the advertising dollar less efficient, add to the cost of distribution, and lessen the revenue to radio from advertisers whose combined dollars now support the structure. Moreover, it was held that the regulation would lessen competition in the purchase of advertising.

It would also render a "marked disservice to the public interest generally" for the whole structure of radio, with its emergent value to the people and the Government of the United States" is supported by the advertising dollar. Thus, it was pointed out, the advertising dollar in radio takes on a broader aspect than its purely commercial uses.

"The destruction of network organizations—the inevitable result of the application of Regulation 3.104—will, at the same time, destroy the incentive of the national advertiser, and result quantitatively in a marked deterioration of the listening audience." While the FCC majority pays "lip service to the network concept," it proceeds, by the option time regulation, "to destroy the very principle which it enunciates." The court was asked to set aside the Commission's order.

CBS Argument

CBS devotes more than three-quarters of its brief of over 100 printed pages to technical legal argument supporting the network's contentions that the FCC regulations exceed its authority and are based on an "erroneous interpretation by the Commission of the extent of its power;" that if the Act were construed to authorize the FCC orders it would be unconstitutional; that the regulations are arbitrary and capricious, that the District Court erred in dismissing the complaint without a tral.

The brief was filed by Charles E. Hughes Jr., who argued the case in the lower court, Allen S. Hubbard, Harold L. Smith and Wright Tisdale, of his firm.

CBS points out that the effect of the regulations "would be to destroy the network as a joint enterprise, of which the network organization and all its affiliated stations are cooperating members, and to compel a condition whereby, regardless of affiliation relations, every network is available to every station and every station to every network on a 'first come, first served' basis. . . . This strikes at the root of the existing affiliation system." CBS would also be required to dispose of WBT, Charlotte, N. C., and possibly of WCCO, Minneapolis, and WJSV, Washington.

Apart from impairment of Columbia's economic ability to continue to render its costly sustaining service and to maintain its high commercial standards, it would be highly inequitable to make the circulation and goodwill which Columbia has built up for its affiliated stations salable by competing network organizations which had contributed nothing to such circulation and goodwill."

NBC in its 100-page brief, supplemented by a 100 page appendix, contended the proper forum for the trial upon the validity of its contracts with stations is the District Court in Chicago. (There is pending before that court the anti-trust suit of the Department of Justice against RCA-NBC and CBS). If that contention is denied, NBC held, "appellants are nonetheless entitled to a full and fair trial in the District Court in New York.

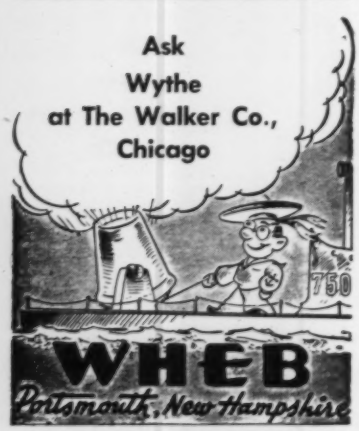
Sees Irreparable Injury

John T. Cahill, chief counsel for NBC, asked the highest tribunal to reverse the three-judge court's action and remand with instructions for a permanent injunction against the FCC's order, or, in the alternative, for issuance of a temporary injunction and a new trial before that court on the issues raised. Like the ANA brief, NBC contended that the national advertiser, under the FCC regulations, would seek to broadcast his program "over the largest and most powerful stations in each area without regard to their network affiliation". Instead of four competing networks, the best stations in each area will absorb a disproportionate share of available advertising "to the irreparable injury of the present radio service".

On the NBC Counsel with Mr. Cahill were James D. Wise, A. L. Ashby, NBC vice-president and general counsel; Harold S. Glendening and John W. Nields. For WOW, David M. Wood and John B. Dawson of counsel held the district court erred in dismissing the NBC complaint without trial, and that the FCC acted beyond its authority. E. Willoughby Middleton and Thomas H. Middleton, of counsel for WHAM, asked the Supreme Court to reverse the lower court and remand the case for issuance of a permanent injunction against enforcement of the Commission's order.

ASCAP Ban Lifted

BILL REPEALING all sections of the 1937 Anti-ASCAP statute of the State of Tennessee was passed by the state legislature and became a law last Tuesday, John G. Paine, general manager of ASCAP, announced Jan. 21. Similar bills were introduced in the state Senate by Senator J. H. Ballew and in the House by Representative Fred S. Powell.



Nat. Rep.: The Walker Company
Boston: Bertha Bannan

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

FTC CLOSES PROBE OF NETS' CHARGES

WITH no clear indication that any irregularities had been uncovered in network rate and discount practices, Samuel L. Williams, staff investigator of the Federal Trade Commission returned to Washington last week to prepare his report on a preliminary investigation of the four major radio chains.

Officials of the FTC expect Mr. Williams' report and recommendations within a month, as the investigator has announced that he will leave to accept a Navy Commission.

Investigations of this type are common FTC procedure, Commissioner Ewin L. Davis cautioned in explaining the probe last month [BROADCASTING, Dec. 7]. He pointed out that in a majority of the cases, they are routine checks, and never lead to formal complaint.

Chevrolet to Sponsor CBS Kennedy Series

CHEVROLET MOTOR Division of General Motors Corp., Detroit, which has used extensive transcribed announcement campaigns in past years, is turning to network radio Feb. 2 with twice-weekly sponsorship of news by John B. Kennedy on CBS. Program, presented on an institutional basis, will be heard Tuesdays and Thursdays, 6:30-6:45 p.m., on an undecided list of stations. Agency is Campbell-Ewald Co., Detroit.

Mr. Kennedy already is doing two newscasts weekly on CBS for Barbasol, Mondays and Fridays at 6 p.m., and will continue this series as well as his broadcasts on WNEW.

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco Wheats), on Jan. 12 began sponsorship of five quarter-hour periods a week on WLS, Chicago. Account was placed by Rogers & Smith, Chicago.

SELL CAR-BUY RIDE
West Coast Dealer Uses Novel N. Y. Campaign

AN EFFORT to solve two wartime problems—individual transportation and what to do with a useless auto—has brought The Smiling Irishman, Los Angeles used car dealer, to the New York radio market. By the beginning of current week, time will have been purchased on 14 New York outlets, according to Tony Holzer, dealer representative.

Spot campaign began Jan. 16 with 150 announcements a week on WPAT, Paterson, N. J., and seven weekly on WMCA and WWRL, New York. The Smiling Irishman offers to buy used cars then invites listeners to "buy a ride" to the West Coast or points between in the used cars acquired by the dealer in New York. Mr. Holzer said priorities have been granted for motor fuel for the project as partial solution to transportation problem.

The used car-transportation radio campaign will continue for three months, Mr. Holzer said. Account is handled by Advertising Bureau of America.

Two Suits Filed in N. Y. Challenge ASCAP Control, Copyright Tenure

TWO SUITS were brought against ASCAP in the New York Supreme Court last week, one charging the society's directors and officers with mismanagement of ASCAP funds and demanding a complete accounting of financial transactions since ASCAP's founding in 1914, the other a suit to determine the ownership of public performance rights in musical compositions in 1951, following the expiration of the current contracts assigning these rights to ASCAP.

Plaintiffs in both suits are Gem Music Corp. and Denton & Haskins Corp., music publishers, who are publisher members of ASCAP. In the second suit they are the only plaintiffs and ASCAP the sole defendant. In the first suit George Whiting, ASCAP writer member, is also listed as a plaintiff, and the trio is described as "suing on behalf of themselves and all other members of ASCAP similarly situated who may desire to join in this action and contribute to the expenses thereof."

Complaints Served

Both complaints were prepared by Andrew D. Weinberger, attorney for the plaintiffs, and were served last week on the defendants, who in the suit for an accounting include ASCAP and 34 of its officers and directors and 19 music publishing companies. Complaint in this case alleges that the defendants have not only consistently refused to give the society's membership any report on collections and expenditures, but that they have also failed to make proper collections and have "diverted substantial funds of ASCAP to their private use." In addition to a full accounting, this complaint asks the court to award judgment "in favor of ASCAP" and against the other defendants for losses resulting from the "waste, dissipation or diversion" of ASCAP funds by the defendants.

Second suit, asking for a definition of performance rights following the expiration of contracts between the owners of the musical compositions and ASCAP, arose from the answer made by ASCAP counsel to the suit of BMI and Edward B. Marks Music Corp. [BROADCASTING, June 8]. This answer, in effect, held that once any right has been assigned to ASCAP it remains a right of ASCAP in perpetuity and that the withdrawal of a publisher from membership in ASCAP does not deprive ASCAP of the right to license his music.

Citing the requirement of ASCAP's articles of association that "each member shall, upon election to membership execute an assignment . . . vesting in the society the right to license the nondramatic public performance of the member's works for the period of any then existing agreement between the society and its members", the brief admits that each plaintiff has made such an assignment to ASCAP, both agreements expiring Dec. 31, 1950.

Furay Honored

JAMES H. PURAY, vice-president and member of the board of directors of United Press, has been awarded a citation for his contribution to Pan-American unity, by Rochester U. A certificate of distinguished service will be presented to him Wednesday, Jan. 27 at the University's Latin-American conference "in appreciation and recognition of his notable contributions to mutual understanding between the republics of North and South America and to the fostering among them of true friendship and a sense of common purpose." Mr. Furay has just returned from his 10th tour of South American countries, where he has been active for the past 25 years in extending UP service to the newspapers of that continent.

For Paralysis Fund

MINUTE RECORDINGS by radio talent have been made and distributed to more than 300 stations in connection with the 1943 "Fight Against Infantile Paralysis", which reaches its climax on the President's birthday Jan. 30. Transcriptions were made by WBS.

MICHAEL J. MANSFIELD, formerly station commentator of KGVO, Missoula, Mont., was elected to Congress in November and has this month assumed his seat in the 78th Congress.

WJHL, Johnson City, Tenn., has appointed Howard H. Wilson Co. exclusive national representatives.

Quaker on CBS

QUAKER OATS Co., Chicago (Aunt Jemima Pancake flour) on Feb. 7 will start a five-minute Sunday musical program featuring Aunt Jemima and the Old Plantation Singers. Program originating in Chicago, will be broadcast at 2:55-3 p.m. on 34 CBS stations following *World News Today*. The network series is in addition to the five-minute transcribed Aunt Jemima program currently running on 50 stations three to six times a week. Agency is Sherman K. Ellis & Co., Chicago.

OWI Chief Telegraphs Appreciation to Radio

IN TELEGRAMS addressed to all station managers last week Elmer Davis, director of the Office of War Information, thanked radio and sponsors for their cooperation with the various war information activities. The telegram, dispatched Jan. 21, follows:

"For the United States Government may I express sincere appreciation to you and your war program manager and staff for your cooperation with the various war information activities so important to America's prosecution of this war and particularly for recognition you are giving new OWI annoucement and transcription plans. Our thanks also goes to those sponsors who are so willingly aiding you to assure good time and regular audiences by giving their time for these important war efforts. (Signed) Elmer Davis, Director, Office of War Information."

OPA May Act Tuesday On Extra Gas Rations

DECISION may be made this Tuesday on an NAB appeal for relaxation of OPA's ban on extra gas rations for radio technicians working on temporary remote locations, Richardson C. Harrison, chairman of OPA Eligibility Committee for gasoline said Friday.

Neville Miller, NAB president, had written two letters complaining that OPA regulations discriminate against radio, since "C" books are distributed to photographers using bulky equipment. Mr. Miller pointed out that radio is an essential service and that broadcasts from temporary remote locations involve transportation of heavy equipment. "C" books have already been issued to engineers employed at permanent isolated radio transmitters. [BROADCASTING, Jan. 4].

Ballantine on CBS

P. BALLANTINE & SONS, Newark, out of network radio since last summer when it sponsored *Three Ring Time* on the BLUE, returns to the air March 8 on CBS with a musical program featuring Guy Lombardo and His Royal Canadians and guest stars, Monday evenings 10:30-11 on a large group of Eastern stations. Agency is J. Walter Thompson Co., New York.

● KMPC, most powerful independent in the West, is tops in value in Southern California! One of the "first three" stations in power, coverage and prestige, KMPC is only fifth in cost!

KMPC ★

LOS ANGELES ★ 710 KC

for Southern California ★ 10,000 WATTS

AFFILIATED IN MANAGEMENT WITH WJR, DETROIT AND WGAR CLEVELAND ★ NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

HEAVY SCHEDULES FOR UNCUT BREAD

AS THE Government order restricting the production of sliced bread went into effect last Monday, General Baking Co., New York, started a heavy schedule of spot broadcasting on 27 stations in New York State and New England, to explain the order to consumers, and to promote the company's uncut Bond Bread loaves.

Sudden activity on the part of General Baking was indicated last week [BROADCASTING, Jan. 18] with announcement that the company was using 29 stations from Trenton to New Orleans, through Ivey & Ellington, Philadelphia agency handling the Middle Atlantic and Southern divisions.

In New York City General Baking started an average of five transcribed announcements weekly and some participations on WEAF WMCA WJZ WNEW WOR WQXR. Upstate New York and New England stations received a heavier allotment of transcribed announcements, varying from eight to 24 times weekly, with Buffalo the center of the most concentrated advertising. Upstate stations include: WBTA WBEN WBNY WGR WKBW WBL WSYR. In New England, General is using WBZ-WBZA WEEI WHDH WNAC WDRC WTIC WFBI WGAR WPRO WSPR WBRY WORC WTAG. BBDO, New York, handles General's East and Northeastern advertising.

When you see the
Above Coat of Arms
You Think of Nova Scotia

When You Think of
Nova Scotia
You Must Think of

CHNS

The Key Station of the
Maritimes at Halifax

Rep.: WEED & CO.

New Tolls to Effect Savings

(Continued from page 7)

ing connection will cost $20 per month instead of $40. Those using less than 24 hours per day will pay $15 per month for the first hour instead of the former $25 and each additional hour will be charged at the rate of $1.50 per hour instead of the $3 per hour rate.

Under Schedule D, each bridging connection has been reduced from $1.25 to 62½ cents. Minimum charge for this service has been reduced from $20 to $10.

Reversed Charges Reduced

Schedule E, which covers talking circuits, will now be charged at the rate of 62½ cents instead of $1 per bridging connection.

Reversal charges also have been revised. Type I charges will be $75 per month on Schedule A junction point equipment for reversals instead of $100 as heretofore. Type I inter-exchange channels on Schedule A have been reduced from $1 to 75 cents.

Type II reversal charges per airline of inter-exchange channels reversals have been reduced from 4 to 3 cents. Inter-exchange channels under Schedule C have been reduced from 2½ cents to 2 cents.

Switches—in with sections of networks for reversals have been reduced from $1 to 75 cents. All other switches for Schedules A & B have been reduced from 50 cents to 40 cents for each switch. Switches under Schedule C, D and E. have been reduced from 25 cents to 20 cents.

"Real Significance," Says Fly

Commenting on the benefits of the rate reduction, FCC Chairman James Lawrence Fly said:

"I believe this agreed settlement accomplishes some highly desired results. The importance of the extension of the great benefits of network broadcasting to the small and remote radio stations of this country can hardly be overemphasized; they are an essential part of our modern system of mass communication and every effort ought to be made to preserve these small stations and to improve the service they are rendering to the public. I think, too, the benefits to the press of the nation and to the nation, itself, in making more economical the free flow of news and information is of real significance."

Miller Praises Commissioners

Active in the negotiations were FCC Chairman Fly and Commissioners Clifford Durr, Ray C. Wakefield and Paul A. Walker. Accounting details were handled by William J. Norfleet, chief accountant of the Commission, assisted by Harold G. Cowgill, FCC head rate examiner.

In recognition of the rate revision, Neville Miller, NAB president, said: "FCC Chairman Fly and Commissioners Walker, Wakefield and Durr are to be heartily congratulated on the outcome of the move to secure a reduction in telephone rates and line charges by the American Telephone and Telegraph Co. With the broadcasting industry, and especially the smaller stations struggling under the added burden incident to war responsibilities, this reduction in line charges is certain to prove a boon".

Since the Government leases 43% of private telephone and telegraph lines it is apparent that many of the benefits will go to the taxpayer. Indirect benefactors will be war industry. All individuals or organizations using leased private lines are expected to benefit substantially from the reductions representing about 25% in the case of private telephone lines and 35% in private telegraph lines. Small broadcasting stations benefit from the casual rate reduction amounting to about 50%. The heavier broadcast users derive their benefits from the downward revision from $8 to $6 per airline mile.

Some Overlapping

Rates are effective Feb. 1 for long lines and Mar. 1 for the Associated Companies' interstate services. The reductions are applied to the following existing rates of the Long Lines Dept.:

$11,900,000 to private line telephone and telegraph as well as program rates; $11,200,000, which is the increased share of connecting carriers' (Assoc. Cos. and Independent Cos.) divisions of long lines revenue on the present board-to-board basis, retroactive to Jan. 1; $13,700,000 covering increased share connecting carriers' divisions of interstate toll revenue on station-to-station basis, effective the date of tariff filing (within two or three weeks); $22,800,000 reduction in overtime rate per minute from approximately one-third the initial period rate (initial period rates of over 30 cents) to one-fourth on Long Lines and Assoc. Cos. interstate business, effective Feb. 15 for Long Lines and March 1 for the Assoc. Cos.

There is some overlapping in the foregoing figures owing to the relationship of AT&T and the Bell Systems.

Tribute to Lombard

HALF-HOUR tribute to the late Carole Lombard, screen star killed last year while on a War Bond selling tour, was broadcast Jan. 15 by a special network of Indiana stations, with WENR, Chicago and WLW, Cincinnati. Program originated at WIRE, and was m.c.d by Eugene C. Pulliam, WIRE president, and Indiana War Savings Staff chief. Indiana stations participating, in addition to WIRE, were: WBAA, West Lafayette; WLBC, Muncie; WSBT, South Bend; WAOV, Vincennes; WBOW, Terre Haute; WEOA, Evansville. Transcriptions were rebroadcast by: WIBC, Indianapolis; WENR, Chicago; WLW, Cincinnati; WIND, Gary; WOWO, Ft. Wayne.

'Three Squires' on Air

WESTMINSTER TOBACCO Co., a subsidiary of Rum & Maple Tobacco Corp., New York, in February is starting a series of one-week radio campaigns, offering listeners free samples of its "Three Squires" pipe mixture, which retails for 15 cents a package. One-minute announcements will be used intensively for a week's period on a four-times-a-year basis, according to Raymond Spector Co., New York, agency in charge.

Sexton to Army

VINCENT SEXTON, night editor of the CBS publicity department, has been appointed a captain in the Bureau of Public Relations, War Department. He reported for duty in Washington last week. Sexton joined CBS three years ago, after 15 years as City Hall reporter and legislative correspondent of the *New York Journal American*.

Typical Small Station Savings

	Miles Distant From Point	*New Rate*	*Old Rate*
One Hour Any Time During Month	50	$ 15	$ 27.50
	100	20	35
	200	30	50
Five Hours Any Time During Month	50	35	57.50
	100	60	95
	200	110	170
1 Hour Per Day Per Mo. Between Noon and 9 p.m.	50	90	175
	100	165	325
	200	315	625
1 Hour Per Day Per. Mo. Between 9 a.m. & 9 p.m.	50	65	100
	100	90	175
	200	165	325

What about WOL?
...it's first in news
...first in sports
...first in music!
Get the facts from WOL – WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives
SPOT SALES, Inc.

HAVE YOU SEEN HENRY

. . . The Pole Vaulting Fish?

If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through primeval Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world's largest single spring, and relax in Florida's healthful sunshine.

The Perfect Place to Spend Your Vacation

MODERN LODGE

Write for free booklet and rates: Wakulla Springs Lodge
Wakulla, Florida

'STEPPER DOWNER'

Voltage Step-Switch Devised To Save WCKY Tubes

NECESSITY MOTHERED another invention in prolonging the life of the valuable tubes of WCKY, Cincinnati, and a voltage step-down switch was devised by H. B. Glatstein, transmitter supervisor, and William Heitzman, transmitter engineer, under the direction of Charles H. Topmiller, chief engineer. Switch was constructed from parts of an electric fan, a gear-case pan, a camera tripod, and other scrap brass and bakelite. It reduces voltage to tubes in three stages, over a two-minute period. Here Glatstein points to the new switch, which eliminates destructive stresses in the filaments of the tubes when they are turned off.

CBS to Hold Classes In Radio Operations

MEN and women engaged in radio, advertising, department store and allied activities will be offered a new evening course in "The Business Side of Radio", to be held Feb. 4 through May 20 at CBS headquarters in New York under auspices of New York U. John J. Karol, CBS market research counsel, and former manager of Crossley Inc., will conduct classes, which will analyze functions of all important departments of individual station and network operation.

Application of promotion and research will be discussed as will the relationships of FCC, ASCAP, BMI and NAB to station and network operation, in addition to a review of recent developments and progress in FM, television and facsimile broadcasting.

Darlington Stays with ACA

RESIGNATION of Edgar T. Darlington as national vice-president of the American Communications Assn. and head of the Broadcast District Local No. 1, comprising the Eastern Seaboard with central offices in Philadelphia, was rejected by the union's national executive committee. Mr. Darlington, an engineer of WFIL, Philadelphia, resigned over differences with the local union's board of directors over policy in station negotiations.

CECIL L. SUITT has been appointed chief engineer of KTHS, Hot Springs, succeeding J. Clinton Norman.

in the CONTROL ROOM

GEORGE RITCHIE and Gordon Thompson, operators of CKY, Winnipeg, have joined the Royal Canadian Air Force.

HOWARD C. WAGAR, technician of KFWB, Hollywood, has been commissioned a lieutenant in the Navy.

DEAN WICKSTROM and N. Vincent Parsons, former technicians of KPAS, Pasadena, Cal., have joined CBS, Hollywood, in a similar capacity.

ALICE CARLEY and Eleanor Brendemuhl have joined the control room staff of WDAY, Fargo.

C. W. JONES, engineer and control room operator of WTMS, Jackson, Tenn., is father of a boy.

CLEON McKNIGHT, formerly of KFAC, Los Angeles, has joined the technical staff of CBS Hollywood.

MEREDITH E. THOMPSON, chief engineer of WSAV, Savannah, is cooperating with Dr. R. L. Sweigert, state director of the Engineering Science Management War Training Program for Georgia, in giving a training course in Savanah using facilities of WSAV.

HAROLD BECKHOLT has been appointed chief engineer of WSPA, Spartanburg, S. C., and Murray Coleman as chief engineer of WORD, Spartanburg.

RALPH BENNETT, former chief engineer for the Spartanburg, S. C., Adv. Co., has joined the engineering department of NBC New York.

LT. LORAN WICKER, former engineer of WFAA-WBAP, Dallas-Fort Worth, has been appointed assistant Regional Control Officer, Airways Communication Squadron (somewhere in Australia).

ALVA SMITH, chief engineer of WOWO, WGL and W49FW, Fort Wayne, Ind. recently spoke to the American Institute of Electrical Engineers in Fort Wayne on subject of frequency modulation.

GLEN GLASSCOCK, formerly of the engineering staff of KOA, Denver, now stationed in San Francisco, has been promoted to Lt. Com. in the Navy.

IRENE WAHLE, new to radio, has joined the engineering staff of WFVA, Fredericksburg, Va.

SAM ROTH has joined the engineering staff of KSTP, St. Paul.

ELVY C. SCULL, formerly of the Merchant Marine, has been added to the engineering department of WHEB, Portsmouth, N. H., partally replacing Fred Lines, now on half-time duty.

BERNARD SCHNEPS, previously engineer of WNYC, New York, has joined WLIB, Brooklyn, as studio control engineer.

WALTER LARDNER, transmitter engineer of WTRY, Troy, N. Y., was inducted into the Army Jan. 12.

WILLIAM WATSON, former engineer of WTRY, Troy, has joined the OWI shortwave branch in New York City as control engineer.

GAYLE PEARSON is the first girl operator for the Tri-City Network, with key-station WLVA, Lynchburg, Va. Maynard M. Duvall, maintenance engineer for the network, left Jan. 20 for Army Signal Corps officers candidate school.

S. SOMERS SMITH, former engineer of WBT, Charlotte, now with the Army somewhere in the Pacific, has been promoted to major.

Loudspeakers' Quality Measured in ASA Test

EXPLANATION of tests conducted by a committee of the American Standards Assn. to establish loudspeaker volume measurements appears in the December 1942 issue of *Industrial Standardization*, ASA house organ.

Written by Alfred N. Goldsmith, chairman of the ASA sectional committee on radio the article declares that although speakers are common to every home and theatre, no standards had previously existed to judge their quality. He says such measurements must include physical and psychological studies and must overcome such problems as acoustic qualities of the room.

LESLIE J. WOODS, representing National Union Radio Corp., Newark, in Washington on war orders, has been named vice-president and general manager of the company. Woods joined National Union in 1923, becoming general manager of its auto radio division in 1941.

STANTON D. BENNETT, chief engineer of KFAR, Fairbanks, Alaska, has left to accept a position on the research staff of the Mass. Institute of Technology.

FRANK KERN, engineer of WFIL, Philadelphia, has been added to the teaching staff of Drexel Institute of Technology, his alma mater.

WALTER STONGER, control room supervisor of WFBL, Syracuse, has returned to duty, on crutches, after suffering a broken leg three weeks ago while skiing.

HAROLD R. HIGGINS, former master control operator of WCAU, Philadelphia, has been appointed a warrant officer in the Naval Reserve and is currently stationed at Washington.

DONALD A. WELLER, chief engineer of WISN, Milwaukee, has been commissioned a first lieutenant in the Army Signal Corps and is now on active duty.

FRED U. WAMBLE, formerly of WCRS, Greenwood, S. C., has joined KGVO, Missoula, Mont., as chief engineer. Gene Nalley and Laurence Smith are assistant engineers.

SGT. CLARK CASEY and Pvt. Cliff Thorness, formerly sound engineers of CBS Hollywood, are now stationed at West Coast Air Forces Training Center, Santa Ana, Cal.

MEL NOE, technician of CBS Hollywood, has been commissioned a lieutenant (j.g.) in the Navy and reports for duty Jan. 28.

BUD BOREN, chief engineer of KYOS, Merced, Cal., recently became the father of a girl.

LLOYD KNIGHT and Bob Cline, soundmen of WGN, Chicago, have been inducted into the Army.

MARGARET LOWE, of Moundsville, W. Va., new to radio, has joined the control room staff of WWVA, Wheeling.

CECIL SLY, comptroller of Universal Microphone Co., Inglewood, Cal., has been made secretary-treasurer. He succeeds I. I. Sevey who remains on administrative staff.

M. S. ADAMS, field engineer of NBC Hollywood, has been commissioned a first lieutenant in the Marines.

JOSEPH E. KAY, field supervisor of NBC Hollywood, is the father of a girl born Jan. 5.

DALE SHIMP and Gus Flassig, engineers of WJWC, Chicago, have joined the Army.

CHARLES BARNHART, formerly of WIND, Chicago, has joined the engineering staff of WBBM, Chicago.

162 Advertising Agency Account Executives
Space Buyers & Officers
(Ross Federal Research & Sales Management)
PICK
WIBX
Utica, N. Y.'s *ONLY* Radio Station!
3RD. In Middle Atlantic Test Market
Columbia's Middle Link in Central New York

WHERE THEY'LL DO THE MOST GOOD!
Complete coverage of the rich Gulf coast area . . . teaming with war industries and a new listening public.
Blue Net work
KFDM
BEAUMONT
REPRESENTED BY HOWARD H. WILSON CO.

"Just because her husband advertises on WFDF, everybody in Flint Michigan thinks she's so important!"

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

JANUARY 16 TO JANUARY 22 INCLUSIVE

Decisions . . .

JANUARY 19

WDEL, Wilmington, Del.—Granted modification of CP to change DA-daytime, and extension of commencement and completion dates; granted with understanding that station assumes full responsibility for interference due to blanketing.

KWTO, KGBX, Springfield, Mo.—Granted additional time within which licensees may effect a plan to separate the common ownership of the stations, not to extend beyond May 18, 1943. Also granted KWTO's request to operate for 30 days as presently licensed with 5 kw, at new site specified in outstanding CP, using single tower and indirect power measurement.

Renewal of Licenses—KADA KELO KFXD KGDE KGHI KMLB KODL KPHO KPOW KVCV KVEC KWNO KYSM WAJR WBLJ WCED WCLO WCOL WCPO WDSM WENY WESX WHOP WIBX WIL WISE WJBC WJOB WKBO WMFR WMPC WRBL WSKB KGEK WBOW WHBY WJRD WLVA WMOB.

Granted temporary renewals of license—KFUN KHAS KOOS KVNU KVOS WAIM WBHP WCAT WITH WJNO WLOG WTHT WTOL KWG WABI WAYX WBOC WOLS KWFC WLBJ WCRS WFPG KID KBUR WAAB.

W3XAD, W3XEP, Camden, N. J.—Granted authority to cancel CP and close records of the Commission with respect to these stations, cancel licenses, and delete call signals.

JANUARY 20

KEX, Portland, Ore.—Granted motion to dismiss without prejudice application for CP to operate on 1190 kc, 50 kw, unlimited time, using DA.

JANUARY 21

WGRC, New Albany, Ind.; WKPT, Kingsport, Tenn.—Scheduled for oral arguments on Feb. 3 applications for change in operating assignments (Dockets 6052 and 6249).

WCOA, Pensacola, Fla.—Granted petition to dismiss without prejudice application for CP to operate on 1030 kc, 10 kw power, unlimited time.

WKY, Oklahoma City—Granted modification of CP, as modified, for installation of DA-night, move of transmitter, increase of power day and night to 5 kw, and extension of completion date to July 20.

W3XWT, Washington, D. C.—Granted modification of CP, as modified, for extension of commencement and completion dates.

Licensed Radios in Canada

CANADA'S receiving set licenses, for which a $2 fee must be paid, numbered 1,681,230 as of Dec. 31, 1942, according to a report last week by the Radio Division of the Canadian Dept. of Transport. This compared with 1,623,489 on the same date of 1941. Licensed radios were distributed as follows: Prince Edward Island, 8,065; Nova Scotia, 79,590; New Brunswick, 50,879; Quebec, 427,319; Ontario, 620,748; Manitoba, 105,078; Saskatchewan, 123,382; Alberta, 121,396; British Columbia, 144,200; Yukon and Northwest Territory, 573.

Bill's Thrill

THE *Columbus* (O.) *Citizen* published a story recently about Bill Barlow, director of publicity of WLW-WSAI, Cincinnati, to this effect: Bill stepped into a cab in a snowstorm and said, "Union Station, please!" Two pairs of eyes glared at him from the front seat. "Say that again, mister. And would you like a rug over your feet?" Apologizing, Barlow jumped out of the cab in a hurry. He had tried to appropriate a police cruiser.

Applications . . .

JANUARY 20

KFDM, Beaumont, Tex.—License to cover CP for installation of new transmitter.

W6XLA, Los Angeles—Modification of CP, authorizing new television relay station, to make changes in equipment, reduce power from 800 w to 25 w (100 w peak), and extension of commencement and completion dates.

Tentative Calendar . . .

NEW, Wilkes-Barre Broadcasting Corp., Central Broadcasting Co., Northeastern Penna. Broadcasters Inc., Key Broadcasters Inc., Wilkes-Barre, Pa.—For CP on 1240 kc, 250 w; unlimited; using facilities of WBAX. (Further hearing—Jan. 26.)

W55NY, New York—Modification of CP for 45,000 kc; 8,500 square-mile area, unlimited time. (Jan. 28.)

COMMISSION NEEDS RADIO INSPECTORS

AN APPEAL for radio inspectors at annual salaries of $2,600 and $2,000 has been issued by the Federal Communications Commission.

Under modified requirements applicants will not be required to take written tests. They will be rated on education and experience. To qualify for the post of radio inspector at $2,600 applicants must have had a full four-year course in electrical or communications engineering at a recognized college or university, a full four-year college course with major study consisting of at least 24 semester hours in physics, four years of technical experience in radio work, or any time-equivalent combination of the first three requisites.

Amateur radio experience under a class A license may be substituted for two years or less of experience. To qualify for assistant radio inspector at $2,000 the applicant must have had three years of education or experience as outlined for inspectors.

All applicants must hold valid second-class radiotelegraph operators' licenses or must demonstrate during the first six months of service their ability to transmit and receive 16 code groups per minute in International Morse code. Applicants must be able to drive automobiles.

Persons doing war work are not encouraged to apply unless they may use higher skills in the FCC positions. Applications may be made to the U. S. Civil Service Commission, Washington, Civil Service regional headquarters or at post offices.

Television Abstracts

COMPILED from The Proceedings of the National Television System Committee and Its Panels, *Television Standards & Practice* [McGraw-Hill Book Co., New York, $5], edited by Donald G. Fink, is a thorough examination of the technical bases of a public television service and enables the reader to understand the reasons for standards adopted by the FCC. The symposium consists of technical reports and papers directly underlying these standards and includes an introductory chapter by Mr. Fink for the reader not familiar with the work of the NTSC.

Network Accounts

All time Eastern Wartime unless indicated

New Business

BARBASOL Co., Indianapolis (shaving cream), on Jan. 27 starts for 52 weeks, *Nelson Pringle—News Analyst*, on 7 CPS Pacific stations (KNX KARM KROY KQW KOIN KIRO KFPY), Wed., Fri., 7:45-8 p.m. (PWT). Agency is Erwin, Wasey & Co., N. Y.

BRITISH-AMERICAN OIL Co. Ltd., Toronto (oil, gasoline) on Feb. 4 starts *Fighting Navy* on 31 Canadian Broadcasting Corp. stations, Thurs. 9:30-10 p. m. Agency: J. Walter Thompson Co. Ltd., Toronto.

COCA-COLA Co. of Canada Ltd., Toronto (beverage) on Feb. 1 starts *Victory Parade* on 29 Canadian Broadcasting Corp. stations, Mon. and Fri. 8:05-8:30 p. m. Agency: D'Arcy Advertising Co., Toronto.

WASHINGTON STATE Apple Adv. Commission, Wenatchee, on Jan. 18 started for 13 weeks *The World Today* on 8 CBS Pacific and Arizona stations, Mon., Wed., Fri., 3:45-4 p. m. (PWT). Agency: J. Walter Thompson Co., Seattle.

DOUGLAS SHOE CO., Boston, on March 7 starts news commentary on MBS, Sun., 10:30-10:45 p. m. Agency: Harold Cabot Agency, Boston.

Renewal Accounts

BEST FOODS Inc., New York (Force and H-O Oats) on Feb. 14 renews *The Moylan Sisters*, on 14 BLUE stations, shifting from Sun., 5-5:15 p.m. to 3-3:15 p.m. Agency: Arthur Kudner Inc., N. Y.

SUN OIL Co., Philadelphia, on Jan. 25 renews *Lowell Thomas—The Day's News* on 23 BLUE stations, Mon. thru Fri., 6:45-7 p.m. Agency: Roche, Williams & Cunnyngham, Philadelphia.

HALL BROS., Kansas City (institutional), on Feb. 2 renews for 13 weeks *Meet Your Navy* on 114 BLUE stations, Fri., 8:30-9 p.m. Agency: Henri, Hurst & McDonald, Chicago.

Network Changes

ANDREW JERGENS Co., Cincinnati (Jergens Lotion), on Jan. 24 discontinued *Three-Thirds of the News* on 110 BLUE stations, Sun., 9-9:15 p.m. and resumed Walter Winchell's *Jergen's Journal* in that period. Agency: Lennen & Mitchell Inc., N. Y.

STANDARD BRANDS Inc., New York (Chase & Sanborn Coffee) on Sun., Jan. 24, only, extended *Chase & Sanborn Program* on 134 NBC stations, 8-8:30 p.m. to a full hour for "E" award ceremonies, replacing *One Man's Family* (Yeast), 8:30-9 p.m. Agencies: J. Walter Thompson Co. (C. & S. coffee, tea); Kenyon & Eckhardt Inc. (Yeast), N. Y.

Changes at WNOX

SEVERAL changes have been announced in the engineering staff of WNOX, Knoxville. Joseph B. Epperson, chief engineer, who also has been chief engineer of Scripps-Howard Radio, has taken a technical post with the Government. He is succeeded by George Smith, formerly of WAPO, Chattanooga. Additions to the WNOX engineering staff include Rex Horton, formerly of WBIR, Knoxville, and Ray Evans, recently with WPFO, Knoxville police department station.

OWI Additions

FOUR radio men have been added to the Office of War Information's Overseas Branch. Ken Fry, NBC's midwestern director of news and special events, will head an outpost unit (see page 26). John McTigue, formerly of BLUE, is in charge of teletype operations in the field. Ralph J. Gleason, trade news editor of CBS, serves as a reproduction editor in the field. Bill Miller, formerly of NBC, is headed for a field operation.

MORE GREMLINS!
They Delight in Making Life Tough for Engineers

A NEW SPECIES of Gremlin, that nuisance prankster so notorious in things military, has been discovered in the control room of WFIL, Philadelphia. Typed as the Electro-Tabulus Radiatron Gremlin, "ET" for short, this cunning creature has an inordinate mania for fondling transcriptions. One of his pet diversions consists of waiting until an engineer has cued up an ET, then slipping up and moving the needle over a couple of ridges, so that the transcription starts up with a "wow".

An expert in sleight-of-hand, this "ET" Gremlin has been known to juggle transcriptions when the engineer's back was turned, even putting an Ex-Lax where a Pepsi-Cola spot should be. Little is known of "ET", except that he is dressed in brown, has two antennae instead of a feather in his cap, and a cute habit of whistling through his teeth to confuse the engineer's ears.

CBS COAST NETS ADD 3 ACCOUNTS

REFLECTING the general activity of radio advertising on the West Coast, three regional network programs have been placed with CBS during the past week through San Francisco agencies, it was announced by Charles E. Morin, Northern California manager.

Washington State Apples Adv. Commission, Wenatchee, on Jan. 18 started for 13 weeks sponsoring thrice-weekly *The World Today* on 8 CBS Pacific and Arizona stations (KNX KQW KOY KROY KIRO KFPY KTUC KARM), Monday, Wednesday, Friday, 3:45-4 p.m. (PWT). Placement is through J. Walter Thompson Co., San Francisco.

Chemicals Inc., San Francisco (Vano), through Sidney Garfinkle Adv. Agency, that city, on Jan. 24 started for 52 weeks, Dean Dickason, commentator, on 4 CBS Californi stations (KNX KQW KARM KROY), Sunday, 9:15-9:30 p.m. (PWT).

Sperry Flour Co., San Francisco, on March 15 starts for 52 weeks Nelson Pringle, news analyst, on 8 CBS Pacific station (KNX KARM KROW KQW KOIN KIRO KFBY KGDM), Monday through Friday, 7:45-8 a.m. Knox Reeves Adv., San Francisco, has the account. In addition, Barbasol Co., Indianapolis (shaving cream), on Jan. 27 starts for 52 weeks a twice-weekly quarter-hour program with Nelson Pringle on 7 CBS Pacific stations (KNX KARM KROY KQW KOIN KIRO KFPY), Wednesday, Friday, 7:45-8 p.m. Agency is Erwin, Wasey & Co., New York.

After the War

TO KEEP the American people informed of all aspects of post-war planning, including activities of pressure groups attempting to promote or protect their selfish aims, John B. Hughes is devoting the Sunday broadcasts of his five-a-week *News and Views* program on MBS to discussions of what the world will be like after the war.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Experienced Announcer — Draft exempt. Flat salary plus commercial fees on one of South's most progressive stations. 5,000 watt network affiliate. Write, wire or phone Henry P. Johnston, WSGN, Birmingham, Alabama.

Two Combinations — Announcer-operator and salesman-announcer. New York State, real opportunity right men. Write fully. Box 246, BROADCASTING.

Announcer—For general studio work. $40 to the right man. Write fully. WLLH, Lowell, Massachusetts.

KFDM, 1000 Watt Network Affiliate—Beaumont, Texas, has opening for good versatile announcer. Prefer single man, draft exempt. State all first letter.

$40 for 44 Hours—Or can use any ticket. WLOG, Logan, West Virginia.

Salesman With Ambition—Permanent executive position and ability to sell 250 watt Mutual station metropolitan market 90,000. Excellent opportunity. State income required and full details. Box 237, BROADCASTING.

Chief Engineer—250 watt network station. Splendid opportunity permanency right man. Give complete information. Box 238, BROADCASTING.

Independent Station in Southern City—Needs experienced announcer. Only steady, reliable man accepted. $35 weekly starting salary. Give complete information in detailed letter. Address Box 233, BROADCASTING.

250 Watt Non-Network Station—Needs reliable announcer-newscaster with well rounded, independent station experience. Permanent position with pleasant working conditions. Give draft status, starting salary requirements, full details and references in letter. E. A. Alburty, Manager WHBQ, Memphis, Tenn.

IN CALIFORNIA — Operator-announcer wanted. Union station. Send transcription. KFRE, Fresno, California.

Are You a Capable, All-Around Announcer? If so, there may be a position for you on the staff of a progressive western station. Send qualifications, age, draft status, and salary requirement to Box 230, BROADCASTING.

Operator Wanted—First or second class, experience unnecessary. Write Box 243, BROADCASTING.

First or Second Class Operator — Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

COMMERCIAL MANAGER—For 250 W. N.B.C. station in city of 30,000. Good proposition to man that can deliver. Prefer man now working in Florida. Radio Station WLAK, Lakeland, Florida.

Situation Wanted

Announcer-Writer—4-F, 22. Four years' experience. Studio, remotes. Minimum $40.00. North or Midwest. Box 250, BROADCASTING.

Experienced Program Director — News, sports, writing dramatics. Draft exempt. Box 245, BROADCASTING.

Salesman—Good experience, good references, over 38—3-A. Dependents. Ideas, sober, hard worker, high producer, diplomatic; qualified to supervise sales force. Box 247, BROADCASTING.

Sales Manager—Of 250 watt station now employed in large eastern city wants change. Inquire Box 240, BROADCASTING.

Situations Wanted (Cont'd)

Director-Announcer-Writer — Ten years major networks. Seven years small station experience. Interested in permanent agency or station opportunity. Draft exempt. Box 228, BROADCASTING.

Excellent Radio Comedy—Experienced gagwriter. Donnelly, 147 Meserole Avenue, Brooklyn.

VASSAR-'39—Radio, publicity experience. Interested in script-writing, public relations and journalism. New York, Washington, California. Box 229, BROADCASTING.

Chief Engineer—250 watter. Desires change. Good voice, transcription if desired. Answer Box 231, BROADCASTING.

Transmitter Operator Position Desired—First class license, broadcasting experience, draft exempt. Box 239, BROADCASTING.

COMMERCIAL MANAGER — 3-A. 31. 9 years' experience. Now employed. Looking for long range opportunity. Prefer Midwest. Box 236, BROADCASTING.

PROGRAM-PROMOTION MANAGER — Network and local experience. Excellent background. Seeking Midwest local. Write, announce. 4-F (medical discharge). Married. All inquiries answered. Box 235, BROADCASTING.

Chief Engineer—Desires change to more modern, progressive station. Former RCA Engineer, seven years' broadcast experience. Three years' supervisor 5000 watt regional. Station size immaterial if position permanent with opportunity. Box 232, BROADCASTING.

Experienced Woman — Program director, copywriter, operator, airs women's programs and news. Prefer East or Midwest, state salary. Box 248, BROADCASTING.

Engineer — Desires employment with progressive station. Fourteen years' experience maintenance, operation, and installation. College graduate, 39, married. Location Southwest or West Coast. Box 244, BROADCASTING.

Twenty-two Years Experience—Selling syndicated radio, features and advertising services over entire USA and parts of Canada. Married with family, age 42. Free at once, willing to sell on drawing account and commission . . . not salary alone. Best references . . . known all over. Ed Dolbey, 14 Echo Lane, Larchmont, New York.

Experienced Radio Engineer—Desires responsible position with broadcast station. Box 242, BROADCASTING.

Announcer—All-around Man — Specialty sports—baseball, basketball, hockey, football. Wants place with a future. Continuity writer and salesman. Military exempt. Twelve years experience. At liberty in thirty days. Box 241, BROADCASTING.

Clever, resourceful college woman—Experienced promotion, publicity, merchandising, seeks difficult job, commensurate remuneration. Make offer. Box 234, BROADCASTING.

Wanted to Buy

Wanted—2 crystals and holders, any frequency from 1200 kc to 1400 kc; 1 holder for RCA 250 D transmitter and 1 holder for G. R. Frequency Monitor. Parts will be purchased separately or as unit. Must have TC less than 3 p.p.m. Also want 1 F.C.C. approved modulation monitor. Box 249, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

Miller 'Testimonial'

STATEMENT ascribed to "Melville Miller, president of the National Assn. of Broadcasters" on the jacket of *The Rape of Radio*, by Robert West was not made by the NAB executive, according to Russell Place, NAB counsel. Mr. Place declared that Rodin Publishing Co., publishers of the book, admitted the purported quotation was an "egregious blunder". Jacket quotes "Melville Miller" as saying "the most revealing book on radio since the advent of broadcasting."

Boylston to WBRW

VERNON BOYLSTON, formerly commercial manager of WKMO, Kokomo, Ind., and previously with WASK, Lafayette, has been appointed general manager of WBRW, Welch, W. Va. He replaces James Flanniken, who has joined the staff of WBLK, Clarksburg, W. Va.

William T. Brace

WILLIAM T. BRACE, 51, vice-president of A. McKim Ltd., advertising agency, and manager of its Montreal office, died in Montreal Jan. 17 after a two-day illness. He had been with the agency more than 25 years and from 1926 to 1934 was manager of its London Office. Born in Brockville, Ont., he is survived by his wife, three children and two brothers.

IBS Elects Naomi Fine

NAOMI ROSS FINE was elected executive secretary of the Inter-collegiate Broadcasting System, New York, at the fourth annual convention of the IBS, succeeding Jean MacInnis, who resigned last February. Miss Fine has been associated with IBS for the past year, and previously served with a Baltimore agency. Leslie Katz, son of the head of the Joseph M. Katz Co., Baltimore, was elected program director of IBS. He has been acting program director for the past few months.

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BROADCASTING
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Radio Time Donated to U. S. Not Deductible From Taxes

Treasury Holds War Bond Plugs and Broadcast Of Government Needs Function of Industry

TIME DONATED to the armed forces and other government agencies is not deductible from federal taxes, Guy T. Helvering, Internal Revenue Commissioner, ruled last week, answering an inquiry from Russel P. Place, NAB counsel.

The ruling was the second explanation requested by Mr. Place to clarify broadcasters' rights under Section 23 (q) of the Internal Revenue Code which provides for deductions up to 5% for contributions to the Government.

Credit for Operations

Answering an earlier inquiry from the NAB, Mr. Helvering ruled that actual costs of producing government shows may be credited from taxes as a necessary business expense [BROADCASTING, Dec. 14].

Mr. Place's second letter asked whether radio time could be considered a deductible gift, using published card rates as a measure. The Commissioner's answer last week declared that radio time could not be considered a gift within the meaning of Section 23(q), but repeated that operating expenses could be credited.

His letter follows:

Further reference is made to your letter of Dec. 17, 1942, stating that radio stations at the request of the Treasury, War and Navy Departments, and other Governmental agencies, have contributed the use of their broadcasting facilities without charge to the Government to broadcast various programs and announcements designated by such agencies as necessary or desirable in furtherance of the sale of war bonds and stamps, the recruiting men for the armed forces, and other Governmental purposes.

You request to be advised whether radio stations so contributing the use of their facilities to the Federal Government are entitled to deduct in their Federal income tax returns under section 23(q) of the Internal Revenue Code, as amended, the value of the radio broadcast 'time' contributed, using as a measure of value the published card rates customarily charged advertisers for similar use of the station's facilities.

Section 23(q) of the Internal Revenue Code, as amended effective for the taxable years beginning after Dec. 31, 1941, by section 125 of the Revenue Act of 1942 approved Oct. 21, 1942, provides for the deduction in the case of corporations of contributions or gifts, payment of which is made within the taxable year to or for the use of:

"(1) The United States, any State, Territory, or any political subdivision thereof or the District of Columbia, or any possession of the United States, for exclusively public purposes; . . . . to an amount which does not exceed 5 per centum of the taxpayer's net income as computed without the benefits of this subsection."

The records of the Bureau disclose that the question presented in your letter was made the subject of a communication addressed to you by the Bureau on Dec. 9, 1942. I. T. 3593, I.R.B. 1942-51, 3, which was subsequently issued on the subject reads in part as follows:

"The business of a radio broadcasting station includes, among other things, the broadcasting of news, advertising of products, and dissemination of other matters of interest to the public. In broadcasting information with respect to the purchase of United States War Bonds, radio broadcasting stations are carrying on one of the functions for which they are organized, and the expenses incurred in connection therewith are deductible as ordinary and necessary business expenses under section 23(a)1 of the Internal Revenue Code, as amended."

This office is of the opinion that the value of the radio broadcast time does not represent a payment made to the United States within the meaning of section 23(q) of the Internal Revenue Code as amended, and no deduction on account thereof is allowable. However, expenses incurred by radio broadcasting stations in connection with broadcasting information regarding the purchase of United States War Bonds, recruiting men for the armed forces etc., are deductible as ordinary and necessary business expenses under section 23(a)(1) of the Internal Revenue Code as amended.

WDAY Fetes NBC

PHEASANT DINNER will be given in New York Monday, Jan. 25 by WDAY, Fargo, N. D., for the sales and executive staff of NBC, parent network and for Free & Peters, New York representatives of the station. Barney Lavin, general manager, is arranging the dinner, which will be held at the Hotel Ambassador. Pheasants served to the party will come from North Dakota, famed pheasant country.

Birch Gets Coast Post

RAY BIRCH, formerly radio engineer of the Army Signal Corps. and prior to that on the technical staff of KPRO, Riverside, Cal., has been appointed regional communications officer of the Ninth Civilian Defense Region and is serving in the Civilian Protection Division under Lt.-Col. Austin C. Matheny. He is headquartered in San Francisco, where he is active in other defense work.

Boler Secures Control Of North Central Chain

JOHN W. BOLER, president and general manager of the North Central Broadcasting System, has acquired all common stock in the regional network from his associates, David C. Shepard and Howard S. Johnson. He also is understood to have purchased Mr. Shepard's interest in the Jamestown (N. D.) Broadcasting Co., operators of KSJB, in which Mr. Johnson also has an interest.

Mr. Boler

Organized Nov. 1, 1937, by Messrs. Boler, Shepard and Johnson, all of St. Paul, the NCBS has 24 affiliated stations in Minnesota, North Dakota, South Dakota, Wisconsin, Iowa and northern Michigan. Until the recently announced transfer each of the owners held one-third common stock. Messrs. Shepard and Johnson retain 817 shares of preferred stock.

The three associates also own KVOX Broadcasting Co., Moorhead, Minn. Mr. Boler is president and manager-director of KVOX and KSJB, Jamestown, N. D.

WPB Advisors

LAWRENCE VALENSTEIN, president and treasurer, and Joseph Lorin, vice-president and account executive of Grey Adv., New York, have taken on additional duties as members of the staff of the campaigns and media branch of the Division of Information of the War Production Board. They will serve as advisors and consultants in the campaign to explain the WPB's Inventory Limitation Order L-219.

Capt. Thompson Now

JOSEPH A. THOMPSON, former NBC production man on duty with the War Dept. radio branch, has been promoted to captain. He is assigned to field duty, assisting in production of *Pass in Review*, the *Army Hour* and other programs in which the War Dept. is interested.

Drawn for BROADCASTING by Sid Hix

"Visit Glamour Gams Shoppe Early Today! One Thousand Pairs of Nylon Hose on Sale at Nine O'clock!"

MRS. ROOSEVELT LATE
First Lady Walks to WMAL Dimes Broadcast

MRS. ELEANOR ROOSEVELT, the nation's First Lady, became a radio-victim of the "no pleasure" driving edict of OPA last week, when, forced to walk more than four blocks from The White House to a broadcast of WMAL, in a sidewalk booth, she was five minutes late for an address in connection with the "Mile O' Dimes" campaign.

Bryson Rash, director of special features of WMAL, Washington, filled in the First-Lady's tardiness with a recorded music program, and, after her brief address, Mrs. Roosevelt retraced her steps to The White House, four blocks away, on foot.

Cocilana Expanding

COCILANA Inc., New York, this month is expending its spot broadcasting for Cocilana Cough Drops in addition to the seven stations it has been using since last October in New York, Boston, Philadelphia and Washington [BROADCASTING, Oct. 5]. Announcements on a varying basis are now heard on WGAR and WHK, Cleveland, WBAL, Baltimore, and on WEEI, as well as on WBZ-WBZA Boston. Company recently extended its thrice-weekly sponsorship of news by Johannes Steele on WMCA, New York, to WIP, Philadelphia, via direct line. Agency is Al Paul Lefton Co., New York.

New Canadian Group

AN ADVISORY committee on interdepartmental advertising has been set up under the Wartime Information Board, Ottawa, with John C. Porter, advertising manager of Robert Simpson Co., Toronto, national department store chain, as chairman. The new group replaces a committee which was headed by the Hon. T. C. Davis, former deputy minister of the National War Services Dept., and on which John Martin, advertising manager of Massey Harris Co., Toronto, was coordinator of Government advertising. Mr. Martin has returned to private business.

Air Express Names Agency

AIR EXPRESS division of Railway Express Agency, New York, has appointed Erwin, Wasey & Co., New York, as its agency effective March 1. Advertising will be coordinated more closely than before with Air Transport Assn., an account also handled by Erwin, Wasey. The possibility of resuming radio advertising by the Air Express division has been considered but has been dismissed for the present.

Brinckerhoff in Marines

E. V. BRINCKERHOFF, president of General Sound Corp., New York, recording firm, was sworn in last week as captain in the Marine Corps. Capt. Brinckerhoff will take a leave of absence from his company for the duration, and reports for active duty Feb. 5. Miss Dorothy Vanston, vice-president of General Sound will take over his duties.

XUM

Why we were so Long at the Fairs

For years KMBC's listener-leadership in Greater Kansas City has been a well-recognized fact. It took visits, however, to both the Missouri and Kansas Fairs of 1942 (Sedalia, Mo., August—Topeka, Kans., September) to establish the margin of preference for KMBC in the *rural* sectors of the Heart of America Area — the region encircled by KMBC's half-millivolt daytime contour.

This is the story: An independent market-analysis organization sent its trained, professional interviewers to both State Fairs. There, they conducted personal-interview surveys of persons living in this 78-county Heart of America Area.

They asked specifically to what stations these listeners tune for "service programs" . . . News, Markets, Farm Talks, Farm Programs, and Home Service Features. These, we believe, are the features best calculated to contribute to rural listening *habits*.

Results of these studies, based on nearly 5,000 interviews, show that:

> In the Heart of America Area, KMBC audiences outrank those of all other stations in each of the five "service program" classifications!

And for "service programs" in general:

> KMBC has 350% more regular listeners than the nearest competing station . . . virtually as many listeners as 25 other stations combined—all that were mentioned!

Here, at last, is reliable evidence that in rural as well as urban portions of the Heart of America, listeners definitely prefer KMBC.

The chart below contains more detailed results of the "State Fairs Survey." The KMBC audience in each program classification is compared with audiences of the next three highest-ranking stations. Percentage figures indicate what portion of the *entire* rural Heart of America audience *habitually* tunes to each station.

	KMBC	Station "B"	Station "C"	Station "D"
NEWS	38.3	23.8	12.1	5.7
FARM PROGRAMS	56.6	8.1	13.6	5.0
MARKETS	51.0	14.4	14.7	5.0
FARM TALKS	56.1	7.4	14.1	4.0
HOME SERVICE FEATURES	46.0	18.0	10.2	——
ALL SERVICE FEATURES (AVERAGE)	49.6	14.3	12.9	3.9

KMBC of Kansas City

FREE & PETERS, INC.

SINCE 1928, THE BASIC CBS STATION FOR MISSOURI AND KANSAS